

LIFE



CAPTAIN LORD LOUIS MOUNTBATTEN

SEPTEMBER 15, 1941 **10** CENTS
YEARLY SUBSCRIPTION \$4.50

"It's fun having a high-style husband...for a change"



JOAN: Well, I told you so. Not a passenger missed it.

BOB: What do you mean...the plane or my new hat? Look!...There's Joe and Kit!



JOE: Why, Bob, you old scoundrel! Never saw you look so good. You look like one of the Ten Best-Dressed Men!

BOB: Just a new hat...but *what* a hat! It's the Stetson "Stratoliner." Makes a new man of me. Noticed it myself!



JOAN: Here's Bob's new "Stratoliner"...Feel how light and soft...Smart little airplane pin on the side...Stetson label too...any man's proud of that.

KIT: Funny...you and I must have at least five hats apiece. Men should have *more* hats. I'll make Joe try it on right now.



KIT: Can't believe it's the same old husband! Joe, I'm on your trail now! You're going to get some new Stetsons, or else!

JOE: I'm putting up no struggle whatever...best-looking hat I ever saw...the "Stratoliner," hey? Perfect name for a streamliner like this!

The **STETSON** *Stratoliner, \$6⁵⁰*

OTHER STETSONS FROM \$5. STETSON HATS ARE ALSO MADE IN CANADA

At the first sign of infectious dandruff... **LISTERINE!**



See how it attacks annoying flakes

When ugly flakes and scales begin to speck your clothes, when your scalp begins to itch annoyingly and inflammation may be present... it's time to act—and act fast!

Nature may be warning you that the infectious type of dandruff has set in... may be telling you to do something about it before it gets any worse.

Start now with Listerine Antiseptic. Just douse it on your scalp and hair morning and night and follow with vigorous and persistent massage.

This is the simple medical treatment which has shown such outstanding results in a substantial majority of clinical test cases... the easy method used by thousands in their own homes.

Listerine often brings quick improvement, because it gives both hair and scalp an antiseptic bath. The loosened dandruff scales begin to disappear. Your scalp feels healthier, more invigorated. And meanwhile, Listerine Antiseptic is killing millions of germs on scalp and hair, including the queer "bottle bacillus," recognized by many outstanding authorities as a causative agent of the infectious type of dandruff.

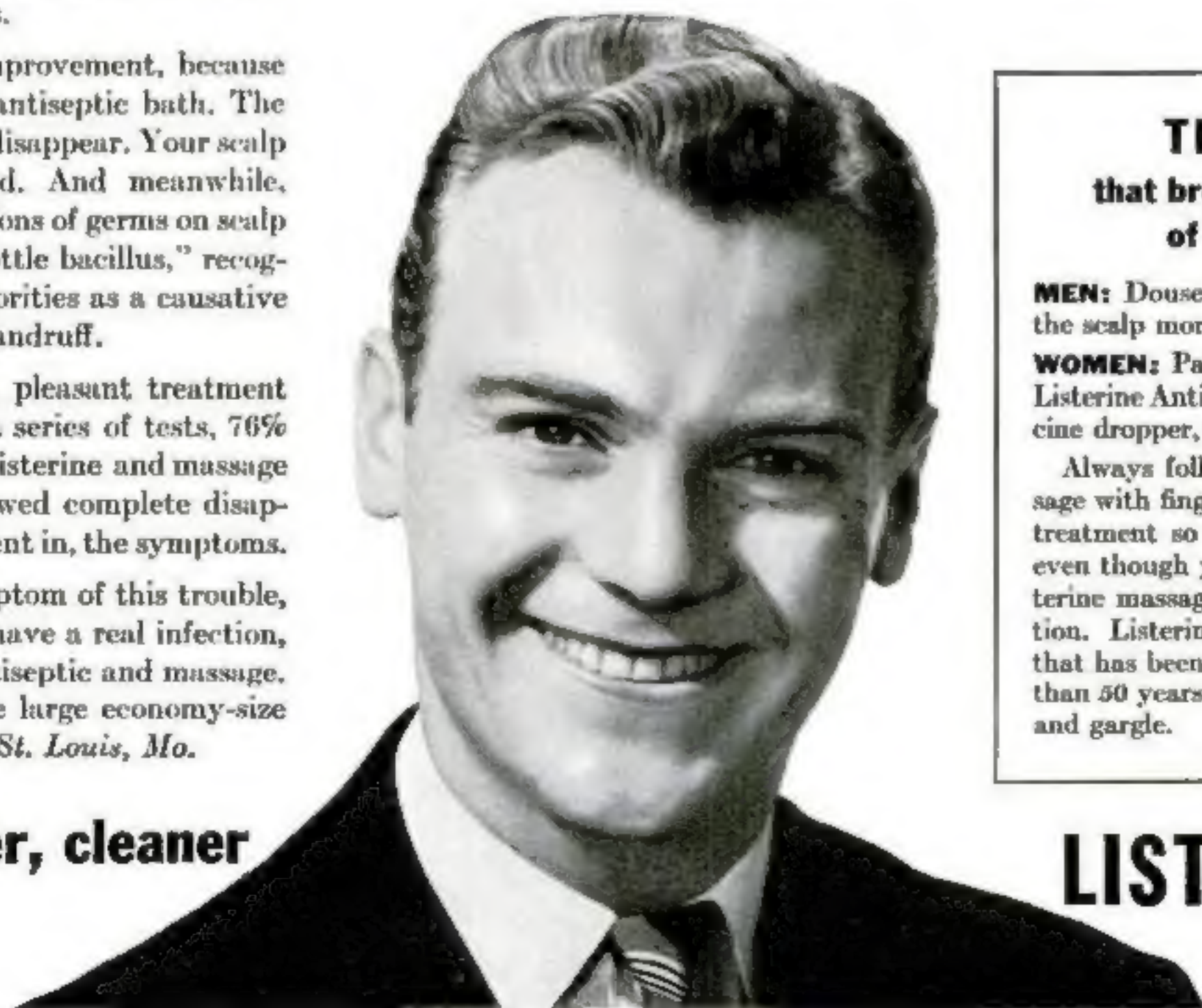
Clinical results of this simple, pleasant treatment have been literally amazing. In a series of tests, 76% of dandruff sufferers who used Listerine and massage twice a day within a month showed complete disappearance of, or marked improvement in, the symptoms.

If you've got the slightest symptom of this trouble, don't waste any time. You may have a real infection, so begin today with Listerine Antiseptic and massage. To save yourself money, buy the large economy-size bottle. Lambert Pharmacal Co., St. Louis, Mo.

Scalp is healthier, cleaner



Feel how it invigorates your scalp



THE TREATMENT

that brought improvement to 76%
of cases in a clinical test

MEN: Douse full strength Listerine Antiseptic on the scalp morning and night.

WOMEN: Part the hair at various places, and apply Listerine Antiseptic right along the part with a medicine dropper, to avoid wetting the hair excessively.

Always follow with vigorous and persistent massage with fingers or a good hair brush. Continue the treatment so long as dandruff is in evidence. And even though you're free from dandruff, enjoy a Listerine massage once a week to guard against infection. Listerine Antiseptic is the same antiseptic that has been famous for more than 50 years as a mouth wash and gargle.



**LISTERINE
ANTISEPTIC**

"PROTECTING THE AMERICAN HOME"



Joining the Union in 1791—150 years ago—Vermont was the first State to "join" forces with the original thirteen. She started a national habit . . . set the precedent that has put 48 stars on the American Flag.

Joining Up... for Greater Security

"Joining" for greater strength is as old as twisting strands that a child could break, into a cable that can withstand a hurricane . . . as old as the human instinct of self preservation which made men band together to live in greater safety and security.

A supreme example of the strength that comes from "joining" . . . of the wisdom of giving up something today for a greater security tomorrow . . . is presented in the kind of protection offered by a mutual company such as the National Life of Vermont.

The individual policyholder "gives up," in the premiums he pays, some of the smaller pleasures of today for the assurance of his family's protection and, in the case of some contracts, for his own larger inde-

pendence tomorrow. The money that he puts by merges with the savings of others until a great fund is created capable of commanding the most skilled investment counsel . . . capable of the diversification of risk that spells security.

Life insurance in a mutual company like National Life of Vermont represents a truly American way of joining—"one for all, and all for one"—to guarantee to each member financial security for himself and for the other members of his family.

If you have any questions you would like answered about life insurance, call in a National Life representative. Without obligation to you, he will show you how to arrange a retirement income for yourself with complete protection for your family.

NATIONAL LIFE INSURANCE COMPANY HOME OFFICE— MONTPELIER, VERMONT

A Mutual Company, founded in 1850, "as solid as the granite hills of Vermont"

LETTERS TO THE EDITORS

Atlantic Conference

Sirs:

Your fine reporting of the historic Atlantic conference of Roosevelt and Churchill (LIFE, Aug. 25) in which you say, "News of their meeting . . . swept like an ocean breeze across the hemispheres," calls to mind that remarkably predictive passage from Tennyson's *Locksley Hall*, written 99 years ago, predicting with strange foresight the terrors of an air armada of the "nations' airy navies" raining their "ghastly dew" until:

"Far along the world-wide whisper
of the south-wind rushing warm,
With the standards of the peoples
plunging thro' the thunder-storm;
Till the war-drum throbbed no longer,
and the battle-flags were furled
In the Parliament of man, the
Federation of the world."

God grant that the standards of the people may make this prediction true within its century by uniting the democracies of the world.

RICHARD C. SCOTT

Pasadena, Calif.

Sirs:

In discussing the Roosevelt-Churchill Atlantic conference, you say that the Prime Minister was wearing "the non-descript naval uniform he always affects at sea." I assure you it is far from nondescript. I quote from the *Ottawa Journal*:

"The uniform is that of an Elder Brother of Trinity House, given its first charter in 1514 as 'the guild or fraternity of the most glorious and undividable Trinity of St. Clement . . . for the relief, increase and augmentation of the



CHURCHILL IN FULL UNIFORM

shipping of this realm.' From then up until now, through a rather checkered career, Trinity House has been in charge of lighthouses and the pilot services in waters surrounding England. It licenses pilots, removes wrecks, pensions master mariners and their widows and has offices opposite the Tower of London.

"Trinity House operates with a set of Younger Brethren and Elder Brethren, the latter being 13 in number and charged with the management. Two are elected from the Royal Navy and eleven from the merchant service; but as a mark of honor persons of rank and eminence are admitted as Elder Brethren. These include the King, the Prime Minister and statesmen who have been associated with the Admiralty or the mercantile marine and naval officers who have held high rank. Thus Mr. Churchill wears his uniform thrice justified, as Prime Minister and as a twice former First Lord of the Admiralty."

GEORGE E. CRAWFORD

Ottawa, Ontario

● The *Ottawa Journal* failed to note that with his blue brass-buttoned Trinity House uniform Mr. Churchill wears a Royal Yacht Squadron cap. He is thus attired in the most splendid regalia that a civilian seagoing Englishman can wear.—ED.

(continued on p. 4)

Shakespeare's output DOESN'T LOOK SO GOOD IN Madrid

But he still packs 'em in on Broadway!

Lope de Vega, Spain's prolific dramatist and a contemporary of Shakespeare, wrote 1800 plays.

But Shakespeare, with only 36 plays to his credit, continues to prove, after 300 years, that Input Is Remembered When Output Is Forgotten.

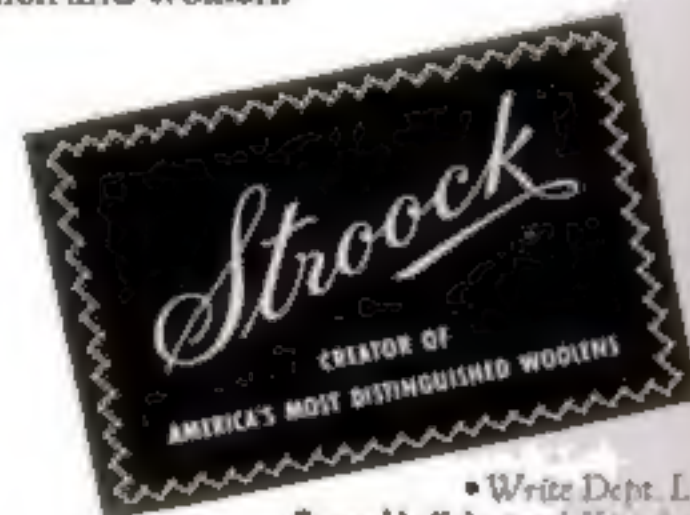
The same principle applies to fabrics. The output of Stroock Woolens is limited . . . limited by the very quality of the yarns which go into them. Yet this input of rare fibres is the history of their success.

There are mills far larger than the Stroock Mills and there always will be, for mass production is an economic necessity in a crowded age.

But, to the end of time, there will be some one, in every art and in every industry, doing the thing he sets out to do better than it has ever been done before.

That's all that we have done for 72 years and we don't expect to change.

If you are in search of distinction, if you cherish fabrics that are as lovely to wear as they are to see and feel—there is no surer way to find them than to look for the Stroock label in coats, suits, dresses and sportswear in all types of clothing for men and women.



• Write Dept. L for Stroock's "Animal Kingdom," an amusing 28-page book on the world's rare animals whose precious fleeces are used in Stroock Woolens.

S. STROOCK & CO., Inc.
404 Fifth Avenue, New York
Mills—Newburgh, N. Y.

K C A R R I E R

You may never have heard of a K carrier circuit, but it has often heard you.

It's a Bell Telephone Laboratories development by which two pairs of wires in parallel cables can carry as many as twelve separate conversations at the same time!

K carrier circuits are being built into many miles of Long Distance cables. *This is one of the ways we have of adding a lot of long circuits in a hurry to meet the needs of national defense.*



★ **LONG DISTANCE** helps unite the nation



This One



EP2T-YWF-ERY5

"So I got a super-swell vacation - for free!"



1. I'm one of those fashion models who traipse around in slinky silks, says lovely Louise Flint, of New York City. One day, I was modeling for one of our richest customers. She was a fuss-budget, at best. But on this day she was worse than usual...



2. Step in... step out... I'll bet I showed her everything in the shop! But nothing suited her. Then she started crabbing at me. I was furious! So I told her off. She took it like a trooper. "Oh, I'm sorry!" she said. "I've been feeling so lousy and irritable lately..."



3. Bright like a light, I told her, "If your trouble is what I think it is, here's what to do - you should eat Post's Bran Flakes every day"..."Why?" she asked..."Because," I enthused, "Post's Bran Flakes give you 3 important benefits! You see..."



4. "Come now - 3 benefits?" she interrupted. "Yes," I said, "Post's Bran Flakes help prevent constipation due to lack of bulk in the diet... supply phosphorus for teeth, iron for the blood... they're enriched with energy Vitamin B₁. And do they taste elegant! Delicious, nut-like, and oh, so crisp..."



5. Mrs. Fuss-Budget came beaming into the store a few weeks later. "You did it," she purred. "I took your tip about Post's Bran Flakes. I've been eating them every day. And, you know, I feel like a new person now! I'm going to send you on the best vacation you ever had"..."And, sure enough, she did!"

A Product of General Foods



LIFE IS SWELL
WHEN YOU KEEP WELL



•MAKES DELICIOUS MUFFINS TOO!

LETTERS TO THE EDITORS (continued)

Fred Astaire

Sirs:

Lincoln Barnett, in his most interesting and charming article on Fred Astaire (LIFE, Aug. 25), gets smugly involved in attempting to illustrate musical rhythms, presenting *Pussy's in the Well* as a perfect example of 3-4 time and Lindsay's *The Congo* as representative of 3-4 or 4-4 meter. *Pussy's in the Well* could be set to waltz time but any elementary student knows that it would be a distortion of its natural rhythm. *The Congo* in either 2-4 or 4-4 time reduces itself to an odd number of measures.

HENRY J. LOWE

El Paso, Texas

● Though the full jingle *Pussy's in the Well* is not written in 3-4 time, the lines quoted by Mr. Barnett furnish a neat illustration of waltz tap. A perfect tap dance in 4-4 time can be and has been done to *The Congo*.—ED.

Scrap Iron

Sirs:

In your lead article in LIFE, Aug. 25, on the shortage of steel in the U. S., you take a position diametrically opposed to that of the *Chicago Tribune* for Aug. 22. If what the *Tribune* says is true, there cannot possibly be a shortage of steel. Here is the *Tribune's* table of tons of steel needed for defense from which they deduce that there is no shortage.

"To summarize, the steel needs for arms in 1942 are as follows:

Tanks.....	150,000 tons
Navy.....	1,500,000 tons
Merchant ships.....	3,000,000 tons
Weapons.....	20,000 tons
Ammunition.....	1,800,000 tons
Total.....	6,470,000 tons

This is at wide variance with your assertion that 58,000,000 tons of steel are needed for national defense.

NIEL F. BEARDSLEY

Chicago, Ill.

● LIFE's figure and the shortage stand. To produce 6,470,000 tons of fighting steel, the U. S. must lavish more than 50,000,000 tons of new steel on plants and machinery.—ED.

Sirs:

After reading your article on the threatened shortage of scrap iron, I recalled seeing outmoded tanks and guns of all sizes and description in various small towns, in the town squares and in front of American Legion meeting places. All these would certainly help considerably as there are a good many of them scattered throughout the country. No doubt some aspiring politician secured them at no cost from the Government. I think some patriotic-minded politician should now see that they are returned at no cost to the Government. Those things have served their time as ornaments and now they can assume a more important role.

HOWARD H. FISCHER

East Orange, N. J.

Champagne Shower

Sirs:

John Besone's letter, in the Aug. 25 Letters to the Editors, made an invidious comparison between Anna Held's champagne bath from bottles and my exposure to a champagne shower from a steel vat.

In all justice it should be known that before my vat shower I had an experimental champagne bath from cork-popping bottles.

I can therefore testify that the one from the vat, in a bathing suit, was far more exciting, with the champagne under tremendous pressure and at zero temperature, prior to bottling. When they opened the vat for my shower, the wine dashed down in a frothy, tingling

(continued on p. 6)

THESE
modern
phonograph
inventions
ARE YOURS

Only
IN A
PHILCO



"Music on a
Beam of Light"

★ A permanent jewel reflects the music on a beam of light to a photo-electric cell. No needles to change. Surface noise and record wear reduced 10 to 1. Glorious new beauty and purity of tone. Only Philco has it!

Stroboscope
PITCH AND TEMPO CONTROL

★ An exclusive feature of the amazing new Philco Automatic Record Changer. Hear your records with absolute fidelity of pitch. And enjoy simpler, gentler, more reliable changing of records. Only Philco has it!

Tilt-Front CABINET

★ No lid to lift; no need to remove decorations. To play the phonograph, you merely tilt forward the grille, place your records and tilt it back again. Only Philco has it!

These are the marks of the modern phonograph. It is old-fashioned, now, to put up with surface noise and expensive record wear. These new delights, plus the exclusive Philco FM System and other radio inventions, which you enjoy in a Philco Photo-Electric Radio-Phonograph are yours only in a Philco!

Philco 1013, Illustrated. Easiest Terms.

See the 1942 Philco Phonographs and Radios at Your Nearest Dealer

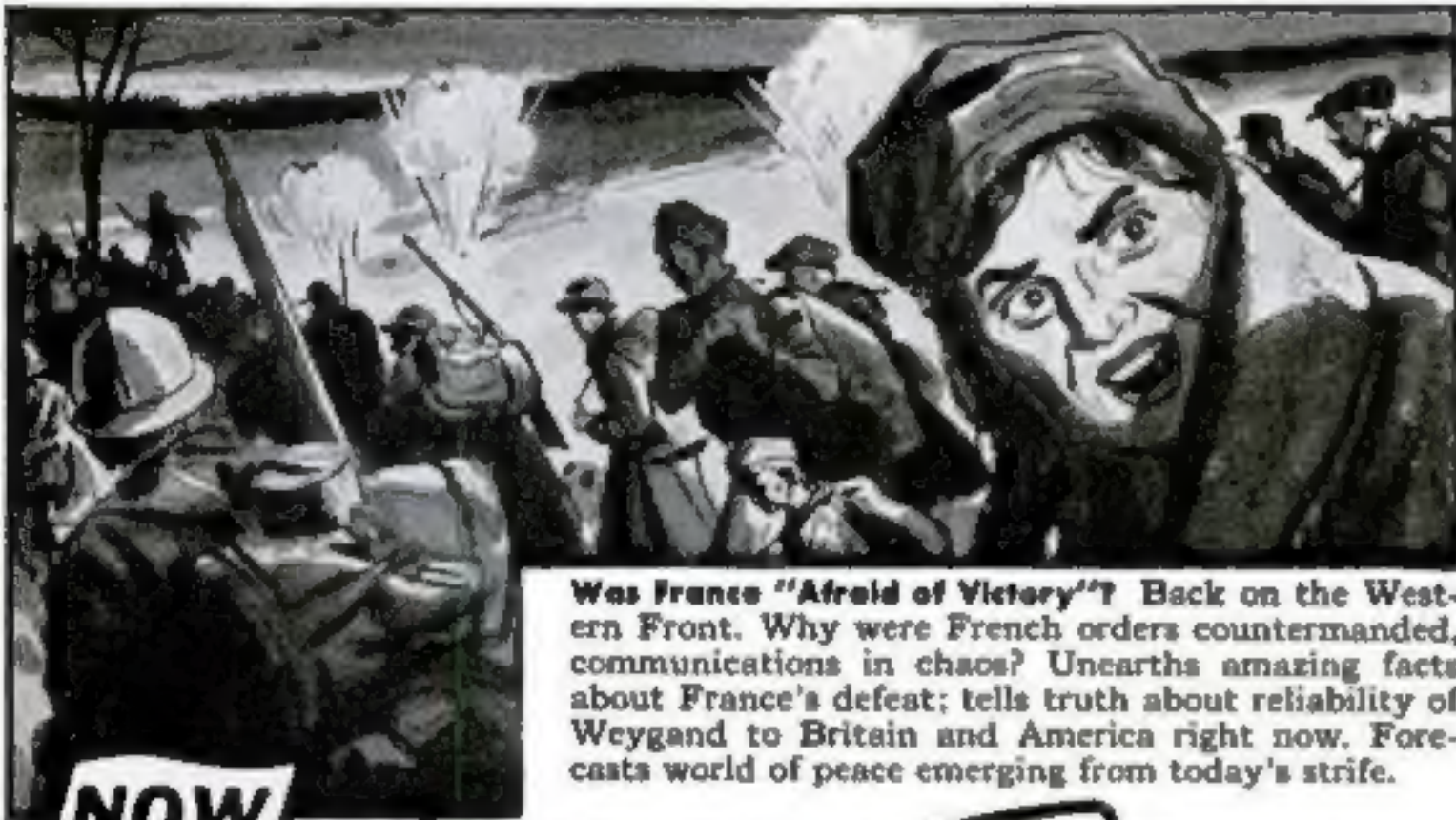
With Hundreds of Amazing Scenes Like These..No Wonder DAYS OF OUR YEARS Has Sold 300,000 Copies at \$3⁵⁰!



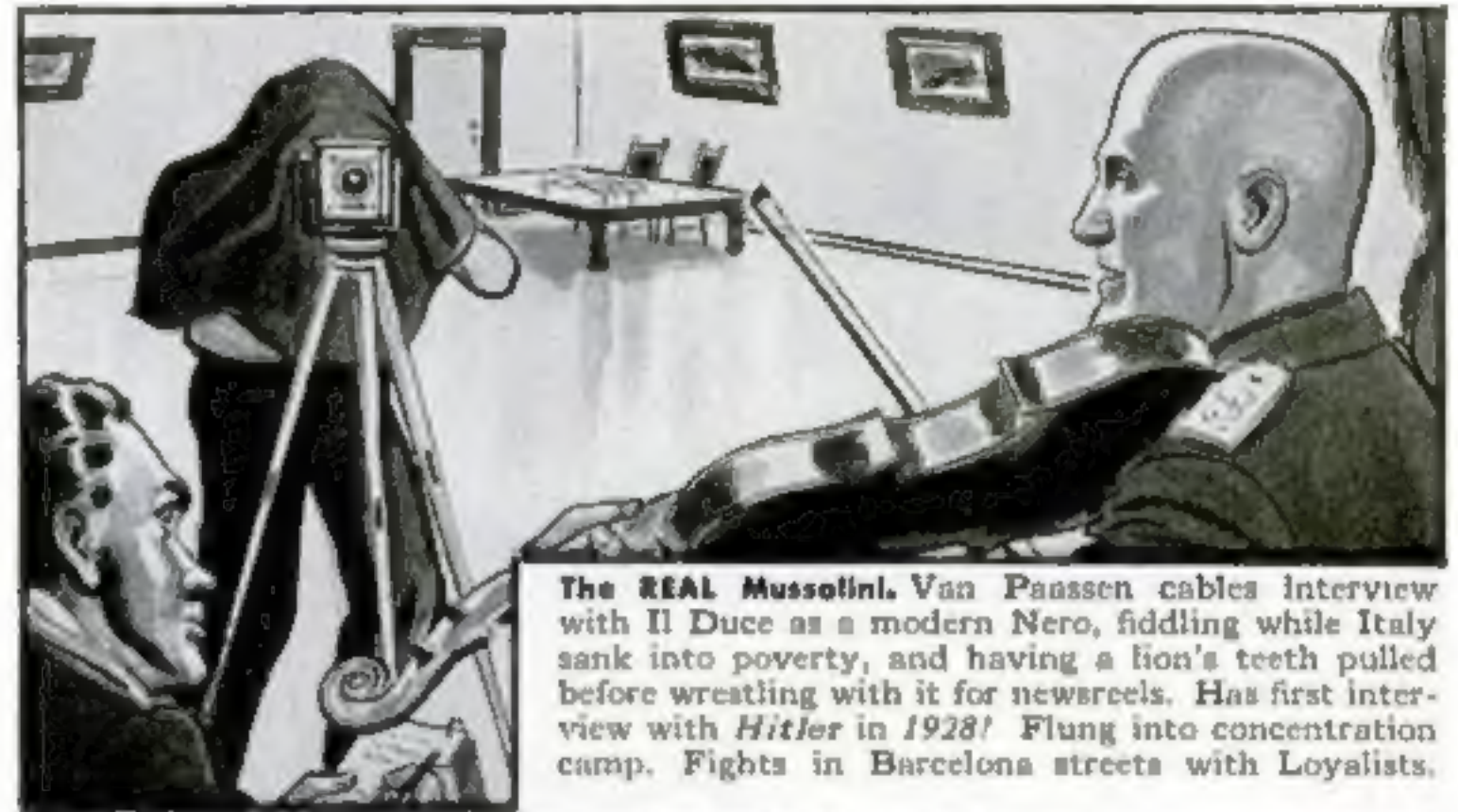
Horror in the Holy Land! Van Paassen sees Zionists and Arabs fight ferociously over Palestine; interviews dagger-toting Ali Hameen, insurrectionist leader; accuses Governor of violating Britain's promise to Zionists; is finally asked to leave by Zionist leaders he tried to help.



Dead Men's Night Club in the Desert! Witnesses rarest of orgies—wild dance before sightless eyes of dead merchants! Has astonishing interview with wily Haile Selassie; watches half-clad natives blaze away with old rifles at Savoia-Marchetti bombers; reports bloody scene as savages massacre entire Italian regiment.



Was France "Afraid of Victory"? Back on the Western Front. Why were French orders countermanded, communications in chaos? Uncovers amazing facts about France's defeat; tells truth about reliability of Weygand to Britain and America right now. Forecasts world of peace emerging from today's strife.



The REAL Mussolini. Van Paassen cables interview with Il Duce as a modern Nero, fiddling while Italy sank into poverty, and having a lion's teeth pulled before wrestling with it for newsreels. Has first interview with Hitler in 1928! Flung into concentration camp. Fights in Barcelona streets with Loyalists.

NOW

FREE-DAYS OF OUR YEARS

2nd World War Edition—30,000 Words Added!

You Get TWO Books FREE—NOT ONE—on This Amazing Offer!
DAYS OF OUR YEARS and also BEST KNOWN WORKS OF ZOLA!

WHEREVER van Paassen went, things happened. Wherever things happened, there he went! No wonder his 577-page life story has been a tremendous best-seller since publication! It's crammed with never-before-revealed NEWS behind today's headlines and headlines. And now van Paassen has just added 30,000 more words. This "2nd World War Edition" is YOURS, FREE!

STORIES NO REPORTER HAS TOLD!

His life was FILLED with fascinating experiences! The lonely French house haunted by a black dog—most blood-chilling story you ever read. The aging Clemenceau and the famous ghosts he communed with: Socrates, George Washington, Goethe. How van Paassen begged Dreyfus in vain to help save Sacco and Vanzetti from death.

This one book covers the entire range of reading pleasure—adventure, news-reporting, biography, philosophy, history. No wonder 300,000 copies were sold at \$3.50 each. Yet DAYS OF OUR YEARS is only ONE of the TWO books you can now get FREE!

ACCEPT THESE TWO BOOKS FREE

Don't KEEP these two books UNLESS YOU WISH. You may send both back without obligation. But at least EXAMINE THEM. See why The Book League already has 105,000 members—why it is called "America's Biggest Bargain Book Club"!

As a new member you get DAYS OF OUR YEARS and ZOLA FREE. Then you have the privilege of getting TWO other handsomely-bound books each

month—at only \$1.39 FOR BOTH!

ONE book will be a best-seller (like DAYS OF OUR YEARS) by authors like Sinclair Lewis, Kathleen Norris, Edna Ferber, Somerset Maugham—a book discussed everywhere, selling for \$2 to \$3 retail! The OTHER will be a "collected works" edition (like this ZOLA volume) of greatest authors: Emerson, Hugo, Oscar Wilde, De Maupassant, Dumas, others! BOTH kinds of books belong on your shelves—the best of the old and best of the new. This is the ONLY club that brings you both TOGETHER! And you pay only \$1.39 FOR BOTH!

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Read DAYS OF OUR YEARS and ZOLA 5 days FREE, without sending any money. Return books if not delighted. You have paid nothing, incurred no obligation. If you choose to keep these two books FREE, your membership will continue with next month's equally fine DOUBLE-SELECTION. Send coupon now—without money. BOOK LEAGUE OF AMERICA, Dept. L. 9, Garden City, N. Y.

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Dept. L. 9, Garden City, N. Y.

Please send me—FREE—Best Known Works of ZOLA and DAYS OF OUR YEARS. Within 5 days I may return them if I care to, without cost or obligation. Otherwise I will continue to receive forthcoming monthly double-selections—at only \$1.39, plus few cents postage, for BOTH books.

Mr. _____
Mrs. _____
Miss _____

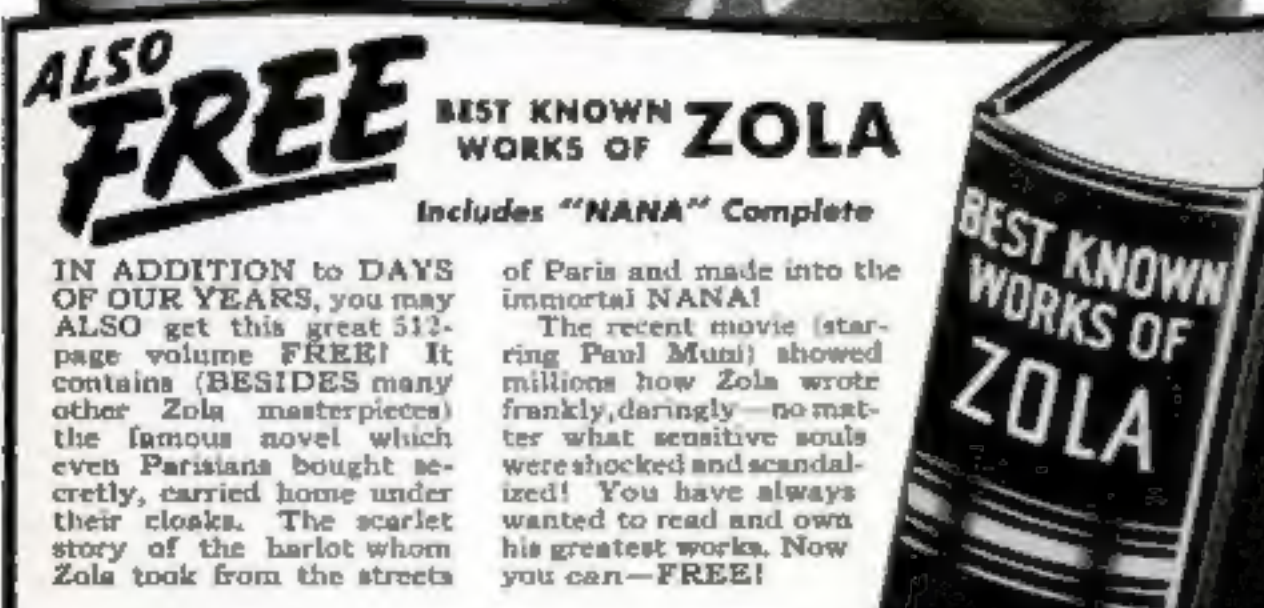
Address _____

City _____ State _____

Occupation _____ If under 21, Age please _____

In Canada: 215 Victoria Street, Toronto

☐ Handsome Leather Binding: Check box if you wish your world's masterpieces (one each month) in genuine pin seal grain leather with silver stamping—for only 50c extra monthly.



IN ADDITION to DAYS OF OUR YEARS, you may ALSO get this great 512-page volume FREE! It contains (BESIDES many other Zola masterpieces) the famous novel which even Parisians bought secretly, carried home under their cloaks. The scarlet story of the harlot whom Zola took from the streets

of Paris and made into the immortal NANA! The recent movie (starring Paul Muni) showed millions how Zola wrote frankly, daringly—no matter what sensitive souls were shocked and scandalized! You have always wanted to read and own his greatest works. Now you can—FREE!

BEST KNOWN WORKS OF ZOLA



Salute to a soldier just off the train from camp. In transporting soldiers, big guns and other equipment American railroads play...



...a key role in defense. So today, more than ever, railroads need safe, economical lubrication. That's why 150 American railroads vital to National Defense use Sinclair lubricants. It will pay you to...



...keep that in mind now that you may need longer service from your car. Keep it Sinclair lubricated for extra miles of use, fewer repairs and smoother riding.

LETTERS TO THE EDITORS (continued)

stream, cold and wonderfully exhilarating.

Incidentally, I took the champagne shower twice. The picture in LIFE,



CHAMPAGNE SHOWER NO. 2

Aug. 4, was a practice shot. A week later I had another real one, as you can see from the picture herewith.

ELEANOR COUNTS
Hollywood, Calif.

Range Etiquette

Sirs:

In the Aug. 25 issue of LIFE, I note that Miss Pope, rifle councilor at Camp Greystone, is violating the cardinal safety rule of the rifle range. No competent instructor would allow the bolt of the rifle to be closed under any conditions, except when actually being fired. The bolt of Miss Pope's rifle is clearly seen to be closed. It is because of this strictly enforced rule that on no



MISS POPE & READY RIFLE

rifle range affiliated with the National Rifle Association (this includes practically all ranges except Army ranges) has any serious accident occurred through the use of firearms.

DeWITT ERK
Columbus, Ohio

● Miss Pope will be more careful next summer.—ED.

Kotmk-Almat

SIRS:

USE OF MY NAME AS A BYLINE OVER EXTRACTS FROM KOTMK-ALMAT BROCHURE (LIFE, Sept. 1) PREPARED AS PRE-MANEUVER BACKGROUND UNAUTHORIZED BY ME, MISLEADING AND GIVES IMPRESSION YOU ENGAGED ME TO PREPARE MATERIAL FOR LIFE OR THAT I SOLICITED PERSONAL PUBLICITY.

MAJOR R. A. GRIFFIN
Prescott, Ark.

● The Kotmk-Almat brochure was prepared by Major Griffin in his capacity as press officer of the Second

(continued on p. 9)

VICTOR

Presents

The BLUEBIRD Record
HIT OF THE WEEK

"Elmer's Tune"
by

GLENN
MILLER

a clever tune with a catchy melody... coupled with Delilah. Get both for only 35¢

Enjoy them on the new RCA Victor

The World's Greatest Artists
are on Victor and Bluebird

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Trademark "Victor" Reg. U. S. Pat. Off. by RCA Mfg. Co., Inc.
A Service of RCA. In Canada: RCA Victor Co., Ltd., Montreal.

Loisley French Knots
IN MODERN DESIGN

● Exquisite French Knots, age-old mark of fine handwork linked to smooth, modern lines... the style achievement of the season. You will be captivated by this fashion inspiration of MODERN MISS. Slip on this and other flattering shoe classics at your MODERN MISS dealer... prices \$5.00 to \$6.00. Slightly higher in western states.



Modern Miss
LOVELY SHOES

Write For Name
of Your Modern Miss Dealer

HUTH & JAMES SHOE COMPANY
Dept. L9 Milwaukee, Wis.



FROM ROAD TO RAILS...a natural step!

Why General Motors became the biggest builder of locomotives in the world

HOW much does this streamliner of the rails owe to the modern motor vehicle?

Each of them provides, of course, faster and more economical transportation—which is in itself a logical reason why General Motors should build them both.

But railroad management quickly saw still other reasons of greater import.

They considered the soundness of General Motors research—responsible for the development of

this modern locomotive—a soundness proved by its impressive achievements in every other field of transportation on land and sea and in the air.

They considered, too, our practical experience in manufacturing motors, generators, frames, bodies and hundreds of other parts—all of which are now made

and assembled into complete locomotives in our La Grange plant, the only self-contained locomotive factory of its kind.

And railroad management has lost no time in putting the advantages of this new equipment to work.

The fact is that today General Motors locomotives for switching and passenger service are taking to the rails at a faster rate than any other kind—and the newest of them all, the GM freight locomotive, is already proving a record-breaker, on the railroads' biggest job.

GENERAL MOTORS
LOCOMOTIVES

ELECTRO-MOTIVE CORPORATION
Subsidiary of General Motors, La Grange, Illinois

Fiddlesticks!

Don't tell me
plaster is like
baking powder!



...yes, Auntie, and unless it's right, a wall can fail as easily as a cake!

YOU'D never dream it to look at your walls, but plaster is a chemical as "touchy" as baking powder. The purity of its ingredients and how it's made help to decide the beauty and permanence of your walls.

The quickest way to make sure you are getting good plaster is to insist that the name Gold Bond is on the bag. For this company has pioneered in wall and ceiling research for fifteen years. It has discovered immense gypsum deposits with a hundred year supply of the purest raw material. Its scientists have developed processes that reduce pure gypsum rock to powder as fine as wheat flour.

Yet for all of this, better and more dependable plaster is just one Gold Bond achievement. Its research laboratories developed the first light-weight, high-strength gypsum wall-board and lath. They developed the Gold Bond Floating Wall System which eliminates the chief cause of plaster cracking. Just recently they

developed a remarkable arch bead which enables you to have attractive arched doorways formed on the job and at less cost.

In every phase of wall and ceiling construction, Gold Bond research has been first with new ideas to simplify construction and make building cheaper and better.

Gold Bond's complete line of wall and ceiling materials are engineered to produce best results when used together. When you specify Gold Bond exclusively, instead of a collection of various brands, you gain the added protection of having just one manufacturer responsible for the final result.

NO matter what you are building or remodeling, you can *build better with Gold Bond*. There is a lumber or building material dealer in your neighborhood who can give you real help on your problem. He is one of ten thousand Gold Bond dealers. He is kept up-to-date on wall and ceiling ideas by one of Gold

Bond's three hundred representatives. He is supplied with fresh materials out of the nearest of twenty-one modern plants. See him today, or, if you are interested in some special wall and ceiling problem write to National Gypsum Company, Buffalo, New York.

BUILD BETTER WITH
Gold Bond
Everything - for walls & ceilings

PLASTER...INSULATION...METAL...SOUND CONTROL
WALLBOARD...LATH...LIME...SHEATHING...WALL PAINT

SPEAKING OF PICTURES . . .

. . . PAVLOVA NEVER DANCED LIKE THIS

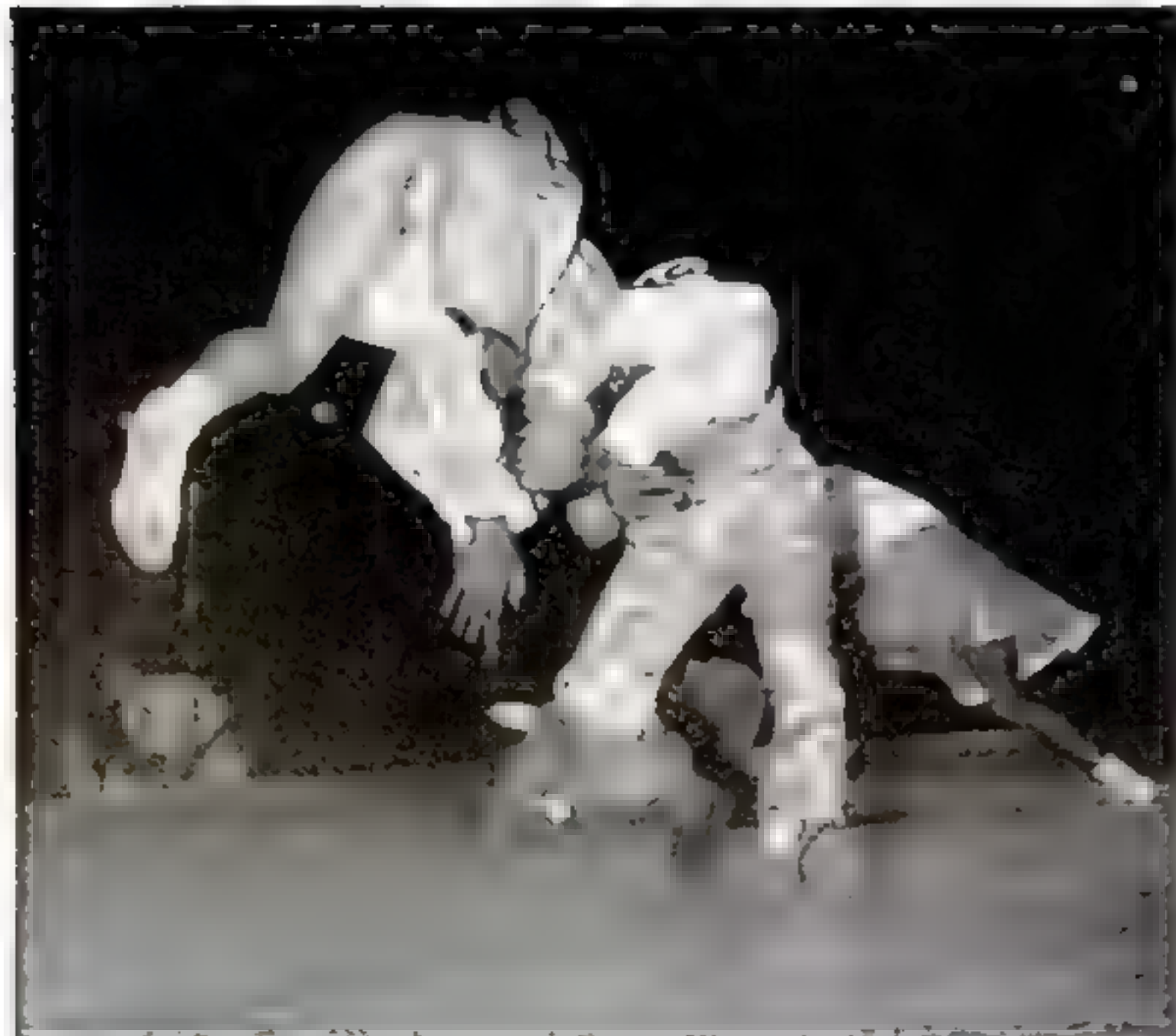
The scene at the right would probably make Pavlova pirouet in her grave, but it is American-style dancing at some of its best. It shows some of the 20,000 dance fans who packed New York's cavernous Madison Square Garden on the night of Aug. 27 to watch the finals of the seventh annual Harvest Moon Ball. This city-wide contest, open only to amateurs, is sponsored by the New York Daily News, with the proceeds going to charity.

While the bands of Xavier Cugat and Charlie Spivak alternately brayed and blared, finalists competed in the fox trot, Viennese waltz, rumba, conga, tango and Lindy hop. Some of the men had saved up for months to buy their evening clothes. Many of the girls designed and made their own costumes. One of the finalists in the Viennese waltz was a fireman. His partner was a secretary. A man who laces up footballs in a New York sporting-goods store reached the finals of the fox trot. Winners in each division received a rush of applause, wrist watches and bracelets, their names and pictures in the papers and a two weeks' contract at excellent pay to dance on the stage of a Loew's theater. This year's grand finals winners—the "King and Queen of Amateur Dancing"—were a switchboard operator at the St. Regis Hotel and a draftsman with the Consolidated Edison Co.

When the Lindy hoppers went into their act, the great dance floor sizzled with the heat of "jive tumbles," "boogie-woogie boosts" and audacious "air-plane swings" (see pictures below). Of the 15 teams in the Lindy hop finals, eight were white but colored teams copped the first three places. Last year one couple hopped right off the dance floor, somersaulted plump into the laps of the startled musicians.



A CROWD OF 20,000 FRIENDS, RELATIVES AND FANS JAMMED MADISON SQUARE GARDEN ON THE NIGHT OF AUG. 27 TO



Sailing through space, Alyce Pearson completes a "jive tumble" with her partner, James Outlaw. Together they won third place in this division. As a dance, Lindy hop is not noted for its dignity.



"Boogie-woogie boost" sees Mac Miller career with an open mouth over the head of Booster Walter Johnson. The girl at the left, supporting her partner, is starting to "truck."



WATCH THE "HARVEST MOON" FINALS. VIENNESE WALTZ FINALISTS HOLD THE FLOOR AS TWO "NAME BANDS" ALTERNATELY PLAY AND THE CROWD CHEERS AND SOMETIMES BOOS



"Airplane swing" (above, left) receives its graphic name from a similarly violent tactic in professional wrestling. The couple at right are doing what uttering connoisseurs call a Lindy hop tune step.



"Jive lumbie" by Miller and Johnson, who won second place in the Lindy hop, is caught by camera lens at the halfway mark. Man at the left is midway through a grand somersault.



Helen G. Hokinson

"Till you find a toaster that makes toast to please us both...I'll make my toast the hard way!"

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THE ONLY TOASTER WITH
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SUIT YOURSELF! REMOVE
A SLICE ANY TIME

TOAST POPS UP HERE



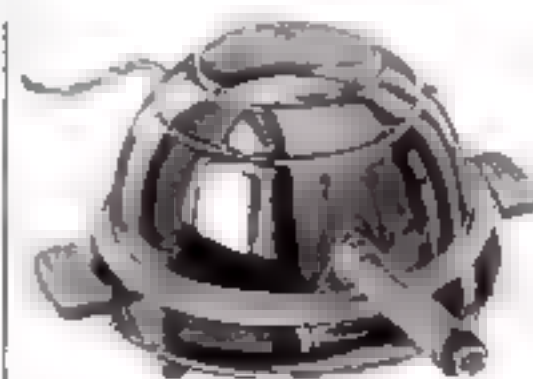
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...no odor...no effort! Smart,
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Non-kink cord with swivel
action that follows your
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Baker that has 'Twins'
It makes two four-section
waffles at once!...\$16.00.



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sign, unbreakable, the first
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See these and other electrical appliances of Manning-Bowman
quality at better stores. Toasters from \$2.95, Irons from \$1.00,
Waffle bakers from \$1.95, Perpetuators from \$6.95. Write for folders:
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Manning
MEANS BEST
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SPEAKING OF PICTURES

(continued)



Rumba winners were Elsebeth Schroeder, an accordionist, and Pepe Diaz, a Puerto Rican-born lifeguard. "Now I'll have money to go to South America," said Elsebeth.



Rumba finalists danced to music by Cugat. Pretty Ethel Dunne in a "two-piece" evening dress and Roy Brandt (above) did not score in rumba, placed second in waltz.



Fox-trot winners were Betty Carson, a receptionist, and Sal Dico, a salesman. Betty overcame a broken spine and a fractured leg to continue her ambition as a dancer.

A nurse can't afford to have BAD BREATH...



And neither can YOU!

For Bad Breath is a hoodoo to happiness—a monkey-wrench in the wheels of business success! Don't risk it! Use Colgate Dental Cream—the toothpaste that cleans your breath while it cleans your teeth!

YES, SCIENTIFIC TESTS PROVE CONCLUSIVELY THAT IN 7 OUT OF 10 CASES, COLGATE DENTAL CREAM INSTANTLY STOPS ORAL BAD BREATH

HERE'S WHY: Colgate's has an active penetrating foam that gets into the hidden crevices between your teeth—helps clean out decaying food particles—stop stagnant saliva odors—remove the cause of much bad breath.



BESIDES, Colgate's has a soft, safe polishing agent that cleans enamel thoroughly, yet gently... makes teeth naturally bright, sparkling! No wonder people everywhere are quitting liquids, powders and other pastes for Colgate Dental Cream!



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(Olaf Swenson, Famous Heavyweight Wrestler)

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Wembley NOR-EAST Ties



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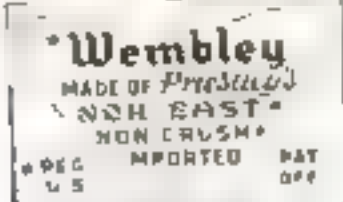


... twists it!



... not a wrinkle!

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Drop into any one of 10,000 stores. And you'll find a high, wide and handsome stock of Nor-East beauties—designs FRESH from Wembley Style Institute—the birthplace of high tie-style. They're all Nor-East—the original imported woven fabric that resists wrinkles. So every Wembley Nor-East Non-Crush Tie keeps looking as fresh as the daisy it is!

42 Wembley Solid-Colors—Always Correct!

In addition to smartest patterns, you can choose "Rich-tone" Solid Colors in Wembley Nor-East Ties. See actual colors in free folder. Write for it.

To be sure it's a genuine Non-Crush tie, look for the Wembley Nor-East label

ALL \$1

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LIFE'S REPORTS

HOW THE BRITISH RAN THE ITALIANS OUT OF ETHIOPIA

by EDMUND STEVENS

Orde Charles Wingate and Daniel Sandford are the two "Lawrences of Ethiopia." Between them they were the secret "brains" behind the successful British campaign in western Ethiopia.

In a war that has already produced a sizable quota of queer ducks, Orde Wingate is among the queerest. I first met him while covering the war in Ethiopia for the *Christian Science Monitor*. Wingate had taken up quarters in a captured Italian fort whose walls were marked with obscene and uncomplimentary remarks addressed to the English by the departing Italians. "Englishmen you've always been cowards and pimps. We'll be back in three months" was a typical jibe.

Wingate was stretched out on his bed when I entered. He was naked from the waist down



SANDFORD HAILE SELASSIE AND WINGATE

and perspiring profusely. With one hand he held a wire brush, which he vigorously applied to his skin as he talked. With his other hand, he beat off the incessant flies with a soiled Turkish towel. More than once in the course of our conversation I was almost knocked breathless when Wingate perceived a fly on my back and gave me a resounding whack with the towel. Once during our talk a cheap alarm clock went off. This clock was Wingate's delight. In the field he suspended it from his little finger and carried it wherever he went.



SEE THIS NEW ZIPPER before you buy another

ONLY WALDES KOVER-ZIP IS FABRIC-COVERED & INVISIBLE

IT'S DIFFERENT!

Waldes Kover-Zip exposes no metal whatsoever! The "teeth" are fabric-covered so this zipper blends with your material and forms a smooth, invisible seam.

CHOOSE FOR YOURSELF

At the left is the ordinary zipper with metal showing. Now see the difference in the new Waldes Kover-Zip on the right. The fabric covering is part of the zipper itself. Once applied it becomes part of your garment. No more finishing is needed. Waldes Kover-Zip is such a grand improvement for everything, from sheer garments to heavy utility clothes.



YOU SEE NO PLACKET. It's completely concealed by Waldes Kover Zip, the same zipper used in fashions sold by Fifth Avenue shops.



YOU CAN CREATE many new color contrasts such as streaks of flame red on bright blue. And remember, Waldes Kover-Zip is fabric covered, can't scratch children. It's softer.

GUARANTEED Impartial laboratory tests prove that Waldes Kover Zip will outlast the life of any garment. For real professional results, insist upon Waldes Kover Zip... accept no other.

*See U. S. Pat. Off.

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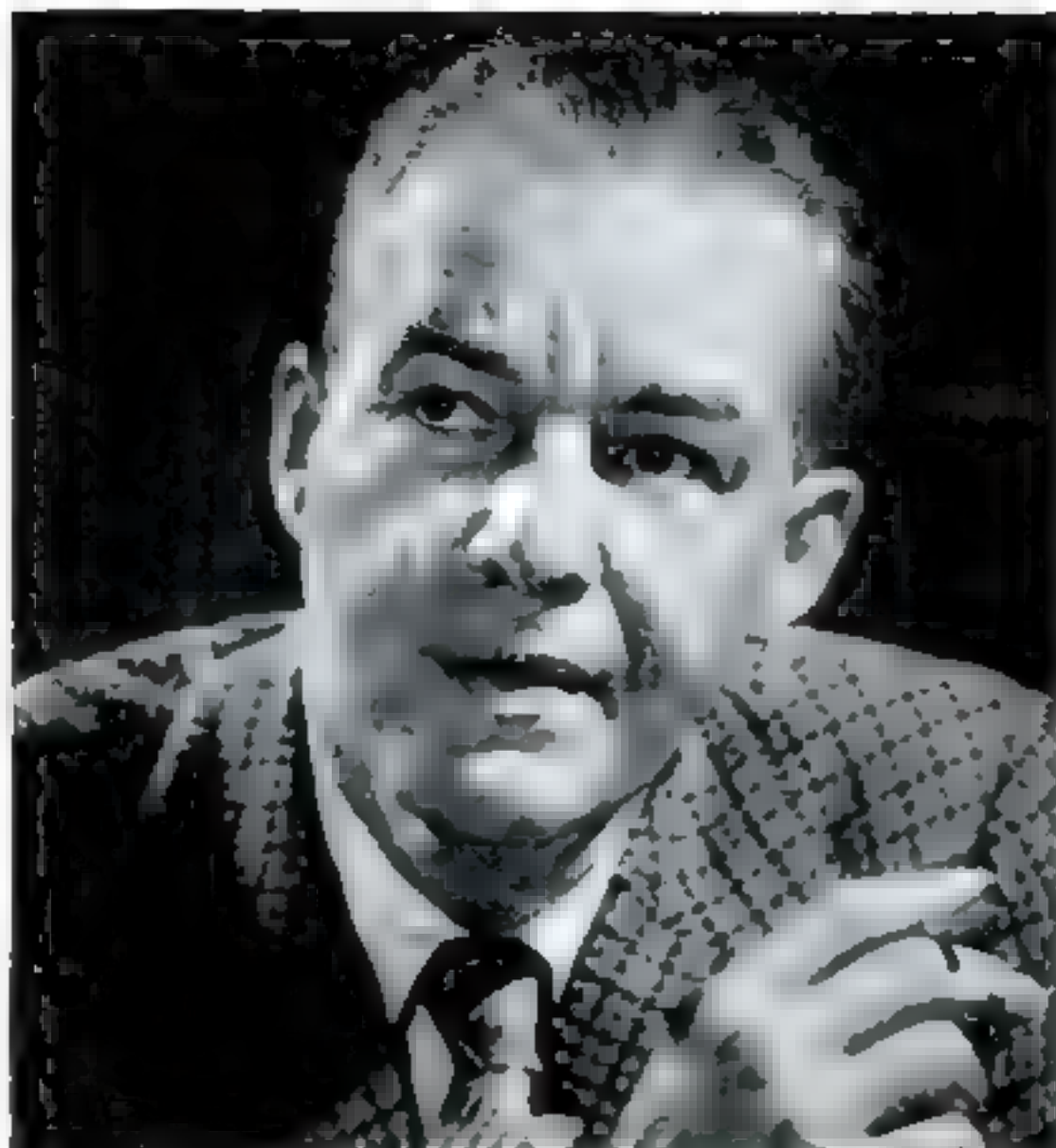


CONTINUED ON PAGE 16

says

ALFRED LUNT

*Famous American actor and director.
Authority on costume and scenic design*



"There Shall Be No Night" is Alfred Lunt's latest stage success. He is also the director of "Candle in the Wind." Mr. Lunt and his charming wife comprise the foremost acting team in the history of the theatre. The University of Wisconsin honored them recently with Doctor of Letters degrees, citing them as "leaders in preserving and developing the highest standards and traditions of the theatre." Mr. Lunt helps create the scenic and costume designs for his plays. And his judgment is respected by men prominent in this field. "The new Lord and Lady Elgin," says Mr. Lunt, "go far toward assuring America undoubted style leadership."

*"Only America today offers
such distinguished styling!"*

TO THE new Lord and Lady Elgins, America's inventive genius brings a new concept of design and technical excellence.

These master timepieces are created for those of you who seek in a watch a personal possession to be long cherished . . . for those who recognize true smartness . . . for those who value time-keeping ability that is accurate to the standard of the stars.

Lord and Lady Elgins are available in stunning cases that are platinum, gold, or 14K gold filled. Several models are in the popular rosé color. Many have domed or high-curved crystals and tinted dials. None has fewer than 19 jewels.

Lord Elgin

21 JEWELS



14K natural gold, No. 4505A, \$100.00
(Below) 14K natural gold filled, No. 4803A, \$50.00

And each carries its own individual Observatory Certificate for exceptional timekeeping ability proved in a great time observatory.

In these carefully-adjusted watches are two remarkable Elgin advances: the Elginium hairspring* and the Beryl-X balance. Both are rustproof, non-magnetic.

Know the satisfaction which comes only from possessing or giving a gem-like Lord or Lady Elgin. Your jeweler is showing many new models from \$50.00. Elgin De Luxe watches from \$37.50. Prices are subject to change without notice. Slightly higher in Canada. Elgin National Watch Company, Elgin, Illinois, U. S. A.

Lady Elgin

19 JEWELS

*Patent Nos. 1,874,898 and 2,072,489

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Solid Duracrome Renew-Points cost twenty-five cents. Others, cushioned with smooth, long-wearing Osmiridium, cost fifty and seventy-five cents. A complete Esterbrook fountain pen in black or colors is a dollar (slightly more with Osmiridium Renew-Point). We've got your number . . . the right point for the way you write. Repeater pencils to match your pen. The Esterbrook Pen Co., Camden, N. J.



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LIFE'S REPORTS

(continued)

On first sight Wingate looks like a minor prophet living on locusts and wild honey in the wilderness. His figure is stooped, his hair is shaggy and his eyes have a haunted look. Nevertheless, Wingate is considered a near-genius. A graduate of Sandhurst Military College, now in his 30's, he won the D.S.C. for organizing daring Jewish night patrols against Arab rioters in Palestine, and in Ethiopia he again showed his preference for nocturnal venture by personally leading forays against Italian camps and then vanishing silently into the night.

I next saw Wingate with a British-Ethiopian force that



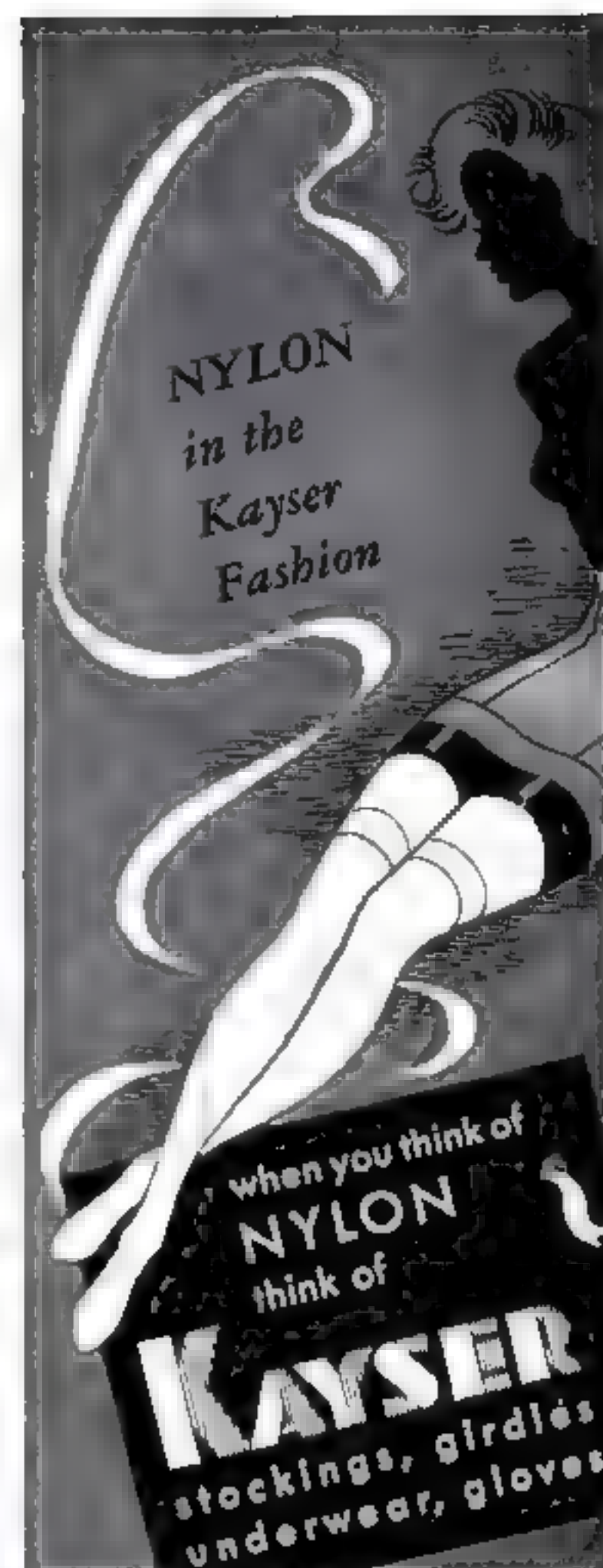
MAJOR ORDE WINGATE

had just captured another Italian fort. As we were talking, the telephone linking this fort with an Italian post farther ahead rang. "Ha," said one of Wingate's aides, "that's the Italians. Apparently they don't yet know we're here." Then Wingate had an inspiration. "You speak Italian," he said, turning to me. "Call them back and tell them that a British division, 10,000 strong, is on its way up the road. If they ask you who you are, say you're Dr. Di Grigorio. He's their doctor who stayed behind."

Following Wingate's suggestion, I gave the handle of the field telephone box a vigorous crank, lifted the receiver and yelled *Pronto*, Italian for hello. After I had repeated the call several times, an answering *Pronto* came from the other end. It was the Italian Army switchboard operator at the Blue Nile Crossing, 50 miles up the road.

I then delivered Wingate's spurious message. "What shall we do? What shall we do?"

CONTINUED ON PAGE 14



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6 2-GLASS BOTTLES 25¢
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*Hate and ugliness
were a million miles away*

HE WAS WEARY . . . completely, utterly weary of a world filled with strife and sorrow and despair.

Then he pressed a button and the world faded.

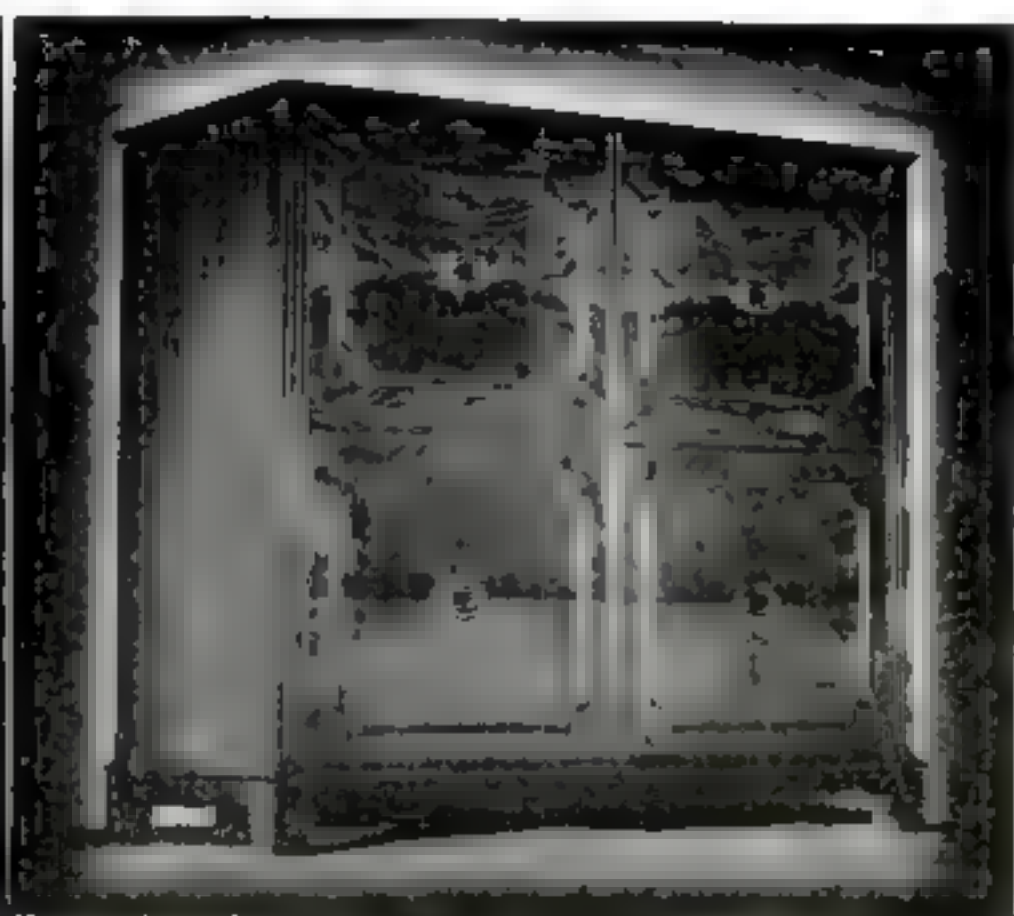
A great symphony reached out and took him away from the things that hurt . . .

THAT IS MAGIC . . . the magic of fine music when it comes to you in all its purity and richness.

That is music as Stromberg-Carlson now brings it to you . . . for the first time in radio.

Now, in your own home, you can enjoy virtually all the subtleties of tone and color you hear in the concert hall. For a Stromberg-Carlson transmits the harmonics and overtones, the high notes and low notes that radio has previously been unable to capture.

If you want a new experience in musical enjoyment . . . if you want the satisfaction of music as it was meant to be heard . . . listen to the radio Stromberg-Carlson gives you today.



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A CHALLENGE To GOOD HUNTERS from GOOD NEIGHBOURS

**CAN YOU ANSWER
THESE QUESTIONS ABOUT
CANADIAN GAME?**



1 ROCKY MOUNTAIN or BIGHORN SHEEP
In what Province of Canada is this animal found?



2 MOOSE
In which Canadian province is the moose found?



3 VIRGINIA or RED DEER
When does the Virginia or red deer shed its antlers, and how often?



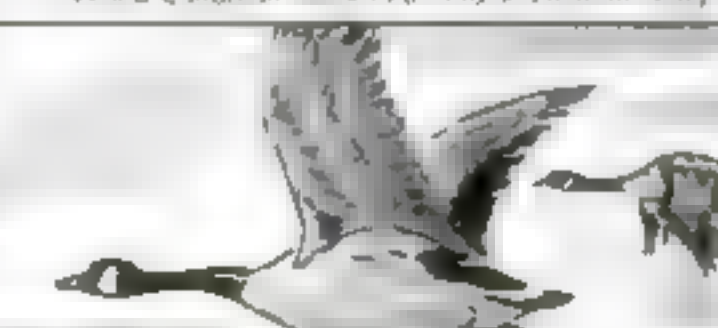
4 PARTRIDGE, RUFFLED GROUSE
What is the ruffed grouse used for a number of purposes?



5 BLACK BEAR
What Canadian black bear is the most common?



6 RED FOX
How many times does the Canadian red fox breed each year?



7 CANADIAN GOOSE
Name the two main types (breeds) of the Canadian goose.



8 WOODCOCK
How do woodcock move their young from place to place?



9 RABBIT
What is the name for a young Canadian rabbit?



10 SNIPE
What method do Wilson snipe use to incubate their young?



11 DUCK
What is the name of the duck used in hunting duck in Canada?

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HUNTING GUIDE**

116

INTERESTING ANSWERS ON PAGE

LIFE'S REPORTS

(continued)

shrieked the operator. "If you want my advice," I answered in Italian, "clear out quick as you can." The Italians took Wingate's advice as transmitted through me and cleared out. A few hours later Wingate dispatched 700 Ethiopians under an Ethiopian general to take over the once strongly held Italian post of the Blue Nile Crossing.

Ethiopia's other "Colonel Lawrence" is Brigadier Daniel Sandford, now in his 60's. As a penniless young man, Dan Sandford left Glasgow to seek his fortune. Destiny directed him to Ethiopia where he lived for 30 years, earning his living at first by growing spinach and onions for monocled diplomats in the garden of the British Legation compound at Addis Ababa. But primitive Ethiopia was an oyster for a canny young Scot and Sandford soon gradu-



BRIGADIER DANIEL SANDFORD

ated from vegetables to commerce. Eventually he became purchasing agent for the Ethiopian Government and came to know almost every local chief in the realm.

Before Italy declared war on Great Britain, Sandford took the precaution of leaving Italian-occupied Ethiopia and thus escaped internment. Last summer the British picked Sandford as the natural man to sneak back into Ethiopia and start a native uprising behind the Italian lines.

Traveling by camel and by foot, he traversed 250 miles of the wilds of western Ethiopia to the hideouts of Degach Mangasha and Degach Nagash, chiefs of two main Ethiopian guerrilla forces that had never

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STAYS ON—Make this test! Spray Sno-Mist on your hand—Rub lightly. See how it turns to a clinging, cream-like film of long-lasting protection—to keep you fresh

SOOTHING—A delight to use any time. Its antiseptic properties are an extra safeguard. Retards perspiration. Harmless to clothing. Economical.



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Sprays on as a Powder
Stays on as a Cream

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Jane Irwill sweaters have acquired a legion of devoted wearers from New York to California. Order two or three of the newest Jane Irwill's from the twenty recent style editions and discover for yourself their versatile charm and flawless taste. There's never a compromise with quality in a Jane Irwill.

North West Mountain comes in navy, red, yellow, green, brown, black, light blue, rose and ruby. Ivory washable. Sizes 34-40. About \$4.00.

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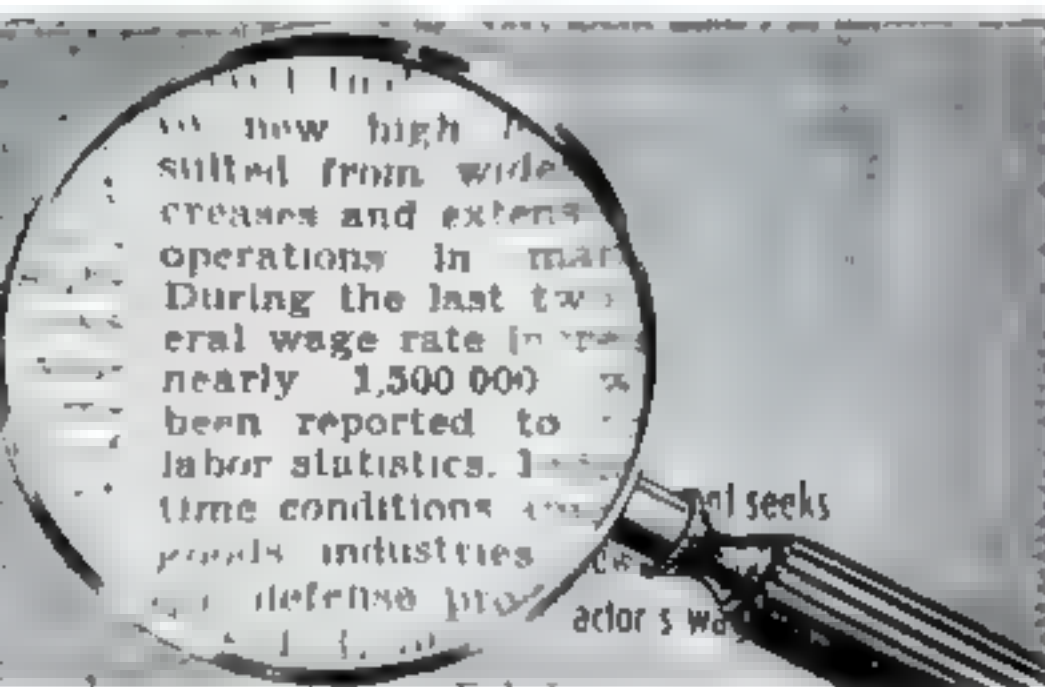
"My hearing never bothered me at college", said Loton Wells, now a successful lawyer in Los Angeles, "but I'll never forget the shock I got when, early in my practice, I found myself repeatedly asking the judge to speak a little louder."



"That worried me beyond measure. But unfortunately for me, the judges were very considerate. They raised their voices so I could hear. So did everybody else. And while I knew my hearing was impaired, I never realized how much. I was getting by, and just let it ride."



"I had been wearing glasses at that time for several years. My vision had never been especially strong, and when I discovered I had to hold my newspaper up close and strain to read it, why, of course, I lost no time in getting glasses."



"And then, suddenly, the inconsistency of it hit me... I helped my eyes... but not my ears! And why? Well, the only reason was that the newspaper couldn't 'raise its voice' for my eyes the way my friends did for my ears."

THE NEWSPAPER CAN'T RAISE ITS VOICE!

THE EXPERIENCE that Mr. Loton Wells, a Los Angeles lawyer, relates on this page, touches on one of the most delicate problems in this whole subject of deafness... how should a hard of hearing man's family and friends treat him?

The natural tendency is to try to make hearing easier for him by raising your voice. But from Mr. Wells' experience, that may be the unkindest thing you can possibly do. And instead of raising your voice, it is much more helpful to lower your voice... to its natural level... and let him discover for himself how far his hearing has slipped!

The trouble with this "raising your voice" technique is that it keeps the deafened person from realizing the truth. He hears you and thinks... "Why, my hearing can't be so bad". So instead of seeking medical advice early, he puts it off.

But "putting it off" merely invites trouble. For many hearing losses are progressive and grow worse when neglected. And the psychological consequences of not being able to hear lead all too often to disastrous changes in personality, health, speech, self-confidence, earning power, and social activities. And that, as millions of seriously deafened people know, is too bitter a price to pay for delay.

But today, there is no excuse for this tragic delay. For there is scarcely a hard of hearing person in America who cannot have help if he wants it. The unending research Sonotone has carried on since 1929 has brought so many improvements in hearing aids that 95% of the hard of hearing can be helped to better hearing.

And thanks to the vision of Dean Babbutt, Sonotone's far-sighted leader, in building a nation-wide organization of Sonotone Consultants, this scientific help is on the other end of everybody's telephone.

For full details look in your telephone book under SONOTONE (there are Sonotone offices in 125 cities). Or write SONOTONE, Elmsford, N. Y. In Canada, address 829 Yonge St., Toronto. In England, write 144 Wigmore St., London, W. 1.



"Today if I had to make a choice between my Sonotone and my glasses", continued Mr. Wells, "I'd stick to my Sonotone. A trial lawyer's hearing has to be good and I haven't had the slightest trouble hearing in court since I got my Sonotone."

Besides, it has helped my speaking. A deafened person can seldom judge his own voice. People used to say "You don't talk loud enough." I didn't realize it. But with Sonotone I have been able to resume public speaking in political and civic activities."

One brilliant contribution of Sonotone research is the individualized fitting technique that enables a Sonotone Consultant to fit a hearing aid to its wearer's needs. Here Consultant John H. Heaton, Los Angeles, Cal., is explaining Mr. Wells' Audiogram to him.

At 570 Fifth Avenue in New York, Sonotone has just taken over the entire building to house its rapidly growing Manhattan branch offices. Several floors are devoted to audiometric and fitting offices. ©1941 Sonotone Corp.



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"You can't shut
that gate...
I'm having a baby!"

I KNOW it doesn't make a heck of a lot of difference whether a father gets to the hospital or not. But it was our first baby . . . and Mary wanted me . . . and I was darned sore I missed the train.

The train man was sympathetic. "I know how you feel, Mister; I've got five kids myself. But it don't pay to carry a bum watch. Railroad watches have to pass Time Inspection."

"Time Inspection? What's that?"

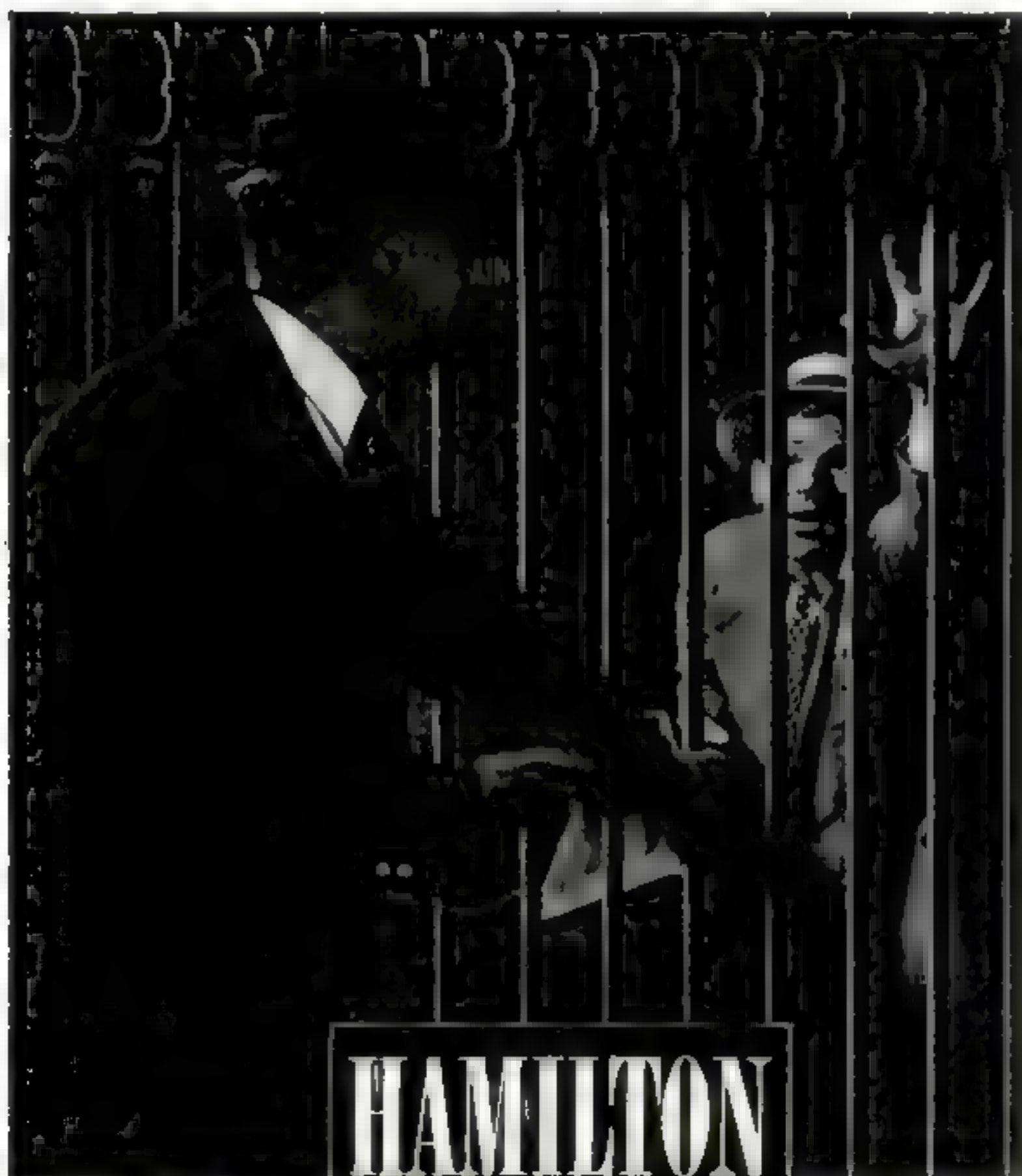
I asked, hardly knowing what I said. "It's a regular check-up on railroad men's watches . . . 300,000 of 'em . . . they've got to be right! That's why so many railroad men have Hamiltons."

It seemed like hours to the next train—although it wasn't long. Long enough, though, for John Alan Porter, Jr., to make his first appearance! Proud? Man alive! I've got him skates and boxing gloves. I'm looking at bicycles! And I've blown myself to something, too . . . next time the Porter family has a baby, nobody's going to slam a gate on me and my new Hamilton!

All Hamiltons have 17 or more jewels, precious metal cases (except special military watches), \$37.50 to \$5000. Made in U. S. A. Write for folder, Hamilton Watch Company, 195 Columbia Ave., Lancaster, Penna.

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Yes, it's America's most beautiful watch . . . and Hamilton's experience building watches for railroad men insures the greatest possible Accuracy in every other size and grade.

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AMY. 17 jewels. 10K natural or coral gold-filled. Black numeral dial. \$40. With gold-filled bracelet. \$42.50
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ENDICOTT. 17 jewels. 10K natural gold-filled. Lustrous numerals. \$37.50. Black tone dial or 18K numerals. \$40

LIFE'S REPORTS

(continued)

surrendered to Italy. In every district through which he passed, local chiefs were advised of his coming by mysterious tom-tom signals and answering tom-toms advised Sanford in turn whether the coast was clear or warned him of Italian patrols. These primitive warnings functioned so smoothly that the Italians never knew that Sanford was in their midst.

Sanford won over some of the native chiefs with money and with promises of future political pawns. He then arranged secret routes whereby their warriors would receive British arms. Having thus greased the ways, Sanford returned to the Anglo-Egyptian Sudan where he joined Haile Selassie, British Adviser to His Majesty.

The Haile Selassie column which then advanced into Ethiopia was composed of troops from the Sudan and the Ethiopian Patriot Army that Sanford had brought into being. Both groups were officered by some 50 British officers who, like Wingate and Sanford, were incurable romantics with



ITALIAN BY ROADSIDE

a lust for adventure. All had volunteered for their posts which consisted of dynamiting bridges behind Italian lines, staging surprise attacks on superior enemy forces and making off before the terrified Italians had recovered their wits. They included lieutenants from crack English regiments like the Life Guards and Black Watch, but the backbone of the hastily trained Ethiopian Patriots was officered by a dozen swash-buckling Austrian sergeants. These big hulking men, with villainous red and blond beards and steel-gray eyes peering out from broad-brimmed hats, had reverence for things neither human nor divine and the Italians feared them like a plague.



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A FREE BOOKLET is available which describes the WESTON model's . . . also shows how easy it is to get correctly exposed pictures and it is a preventive picture disappearance and expensive film losses. Send for your copy today. Weston Electrical Instrument Corporation, 600 Franklin Avenue, Newark, New Jersey.

WESTON
Exposure Meters
INSURE PERFECT PICTURES WITH YOUR CAMERA



WHEN YOU WERE EVEN YOUNGER!

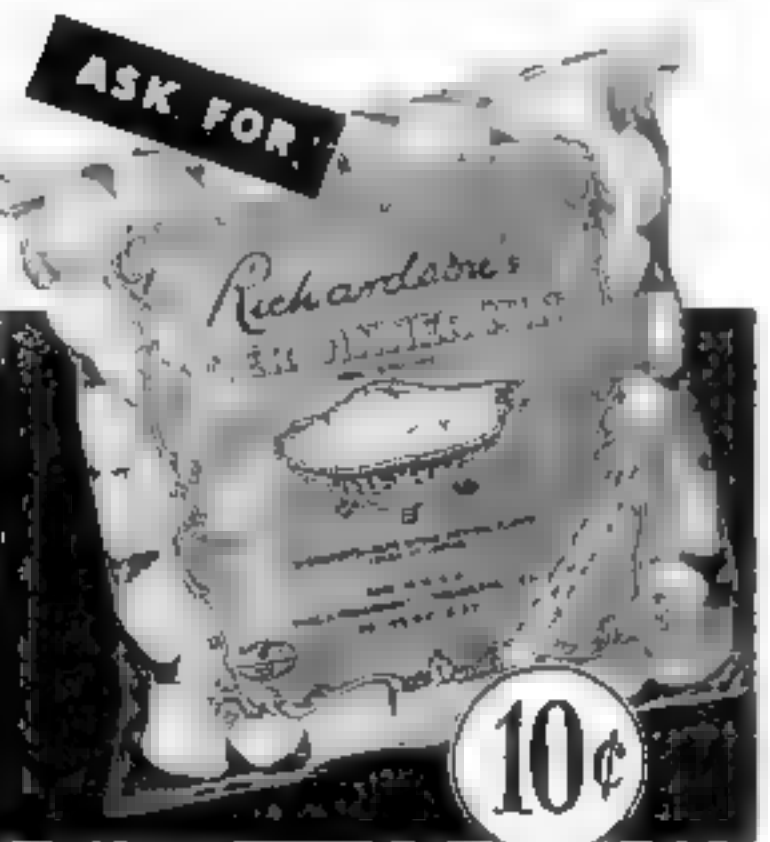
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ON SALE at five-and-tens, neighborhood groceries, super-markets and drug stores

LIFE'S REPORTS

(continued)

On one occasion an Australian sergeant, appraising a newly arrived British major from Cairo, commented: "Well, before we get through with him, he'll be one little bunch of muscles." While discussing a Kenya colonel, another Australian sergeant derisively remarked: "He ain't a bad bloke, but he just ain't got no bleedin' sense."

The brunt of the fighting was carried out by these sergeants and commissioned officers with Ethiopian Patriots and Sudanese troops. When a village was captured, however, Ethiopian irregulars flocked in to plunder and destroy, and the Ethiopian Patriots themselves were little better than the irregulars. After one battle the servant of Major Boyle, a Kenya officer commanding an Ethiopian battalion, was killed defending the major's possessions from theft by his own men. A week later Boyle's adjutant failed to return from an errand. The next day we found his body drenched in blood. His rifle and ammunition were gone.



PANASCI AND BERTOJO

and he had been shot through the heart by members of Haile Selassie's own bodyguard.

After observing such incidents I was better prepared to understand the most harrowing episode in the entire five-year struggle between the Italians and Ethiopians.

One day I met two captured Italian officers: Captain Vincenzo Bertojo, a middle-aged man, and Second Lieutenant Eugenio Panasci, a younger man whose hair was prematurely gray. They told me that on Dec. 7, 1937 their battalion had been surrounded and annihilated at Mount Isora by Ethiopian rebels under the Degach Mengasha (the Ethiopian chief already mentioned who never surrendered to the Italians). Of



If you've been bothered, like Our Hero, with constipation caused by insufficient bulk... then why not get started on the new National Biscuit 100% Bran...and you'll be enthusiastic, too!



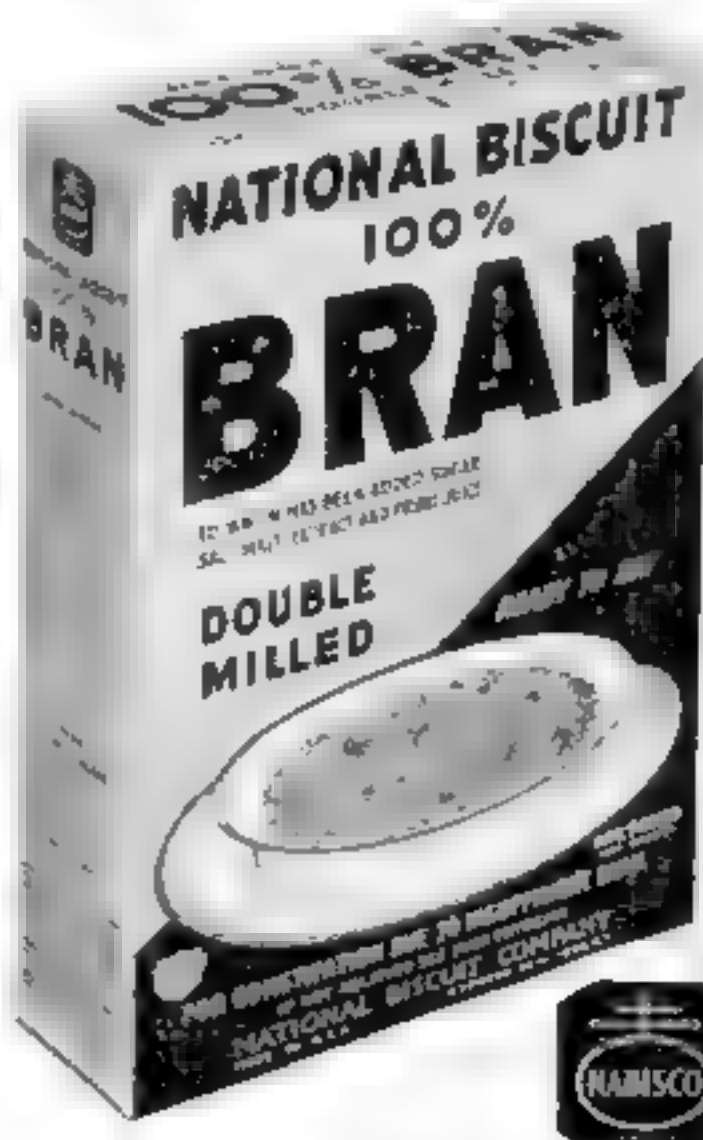
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CONTINUED ON NEXT PAGE

For Clear-Eyed MORNING FRESHNESS



Just Do This At Bedtime Tonight

If your mirror shows you looking tired and listless in the morning—if your freshness and sparkle seem to be slipping away in the stress of these strenuous times, here is important news.

Today, throughout the world, there is a new idea of what to do to meet special strain. A revolutionary, scientific idea of how to build up increased vitality to stand physical and nervous stress. You've undoubtedly read about it in recent newspapers and magazines—scientists, governments of warring nations, and our own authorities all endorse it—the idea that people need special food in addition to the normal diet to be at their best—particularly those under special strain.

What To Do

In light of this new knowledge, thousands are taking a cup of new, improved Ovaltine each night and morning. For Ovaltine is a special food-concentrate designed to do two important things:

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Second: Ovaltine supplies a special combination of food factors designed to replenish

vitality while you sleep—rebuild worn-out muscles, nerve and body cells. It provides—in a food specially processed for easy digestion—the rarer food elements—Vitamins A, B₁, D and G, protecting minerals, all the essential amino acids, pyridoxine, pantothenic acid—elements now known to be deficient in many foods. Thus acts as an insurance against strength-sapping food deficiencies which affect more than one-third of all people today.

So by all means, try this "special food" idea modern science is urging. Turn to new, improved Ovaltine at night and in the morning, starting tonight. See if you don't soon begin to look and feel far fresher mornings—with far more sparkle and new zest for life.

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Ovaltine THE PROTECTING
FOOD-DRINK

LIFE'S REPORTS

(continued)

the entire battalion, six men survived. All were wounded and three died the next day. A fourth was subsequently killed for incurring the displeasure of his captors. Only Berrojo and Panasci lived to tell their tale.

For three years they were kept prisoners by the rebels. At the start, Mengasha tried to win them over to his side. They lived with the chief's entourage and ate at his table. As an added inducement, he offered the captain the hand of his sister and the lieutenant the hand of his aunt. When the Italians explained that they had families at home and were not in the marriage market, the Degach replied that they were now his subjects and no longer Italians.

Their continued refusal changed their treatment for the worse and for six months they were chained to a floor so that they could neither raise their heads nor stretch their legs without excruciating pain. Once they saw fellow Italians 100 yd. away, but could not call for help. Later they were kept in solitary confinement and fed starvation rations. Once they discovered that the bowl in which their food was served each day was used by Mengasha's wife as a chamber pot each night.

To his credit Mengasha became more conciliatory as the years went by. Although the Italians were taken from camp to camp and shown off like a rare species of animal, the chief often requested their presence at table and afterwards spent hours asking them questions about Europe and diligently jotting each answer down in a little book.

The two prisoners were so completely out of touch with the world that when Italy entered the war in June 1940, they knew nothing of it until December. At that time the British entered Ethiopia and took the Italians away from Mengasha. Although the British were technically enemies, the Italians were overjoyed at the sight of European faces. Present plans are to intern them in Egypt or India along with the rest of Britain's Italian prisoners.

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LIFE'S COVER

LIFE



Captain the Lord Louis Francis Albert Victor Nicholas Mountbatten, whose picture appears on this week's cover, arrived in this country Aug. 19 and a week later assumed command of the aircraft carrier *Illustrious* at Norfolk. Twice in this war Lord Mountbatten has had ships sunk beneath his feet. One was the destroyer *Javelin*; the other the destroyer *Kelly*. He is a younger son of the late Admiral of the Fleet First Marquess of Milford Haven, and a great-grandson of Queen Victoria. For pictures of the *Illustrious* and her epic Odyssey from the Mediterranean, see pages 29-35

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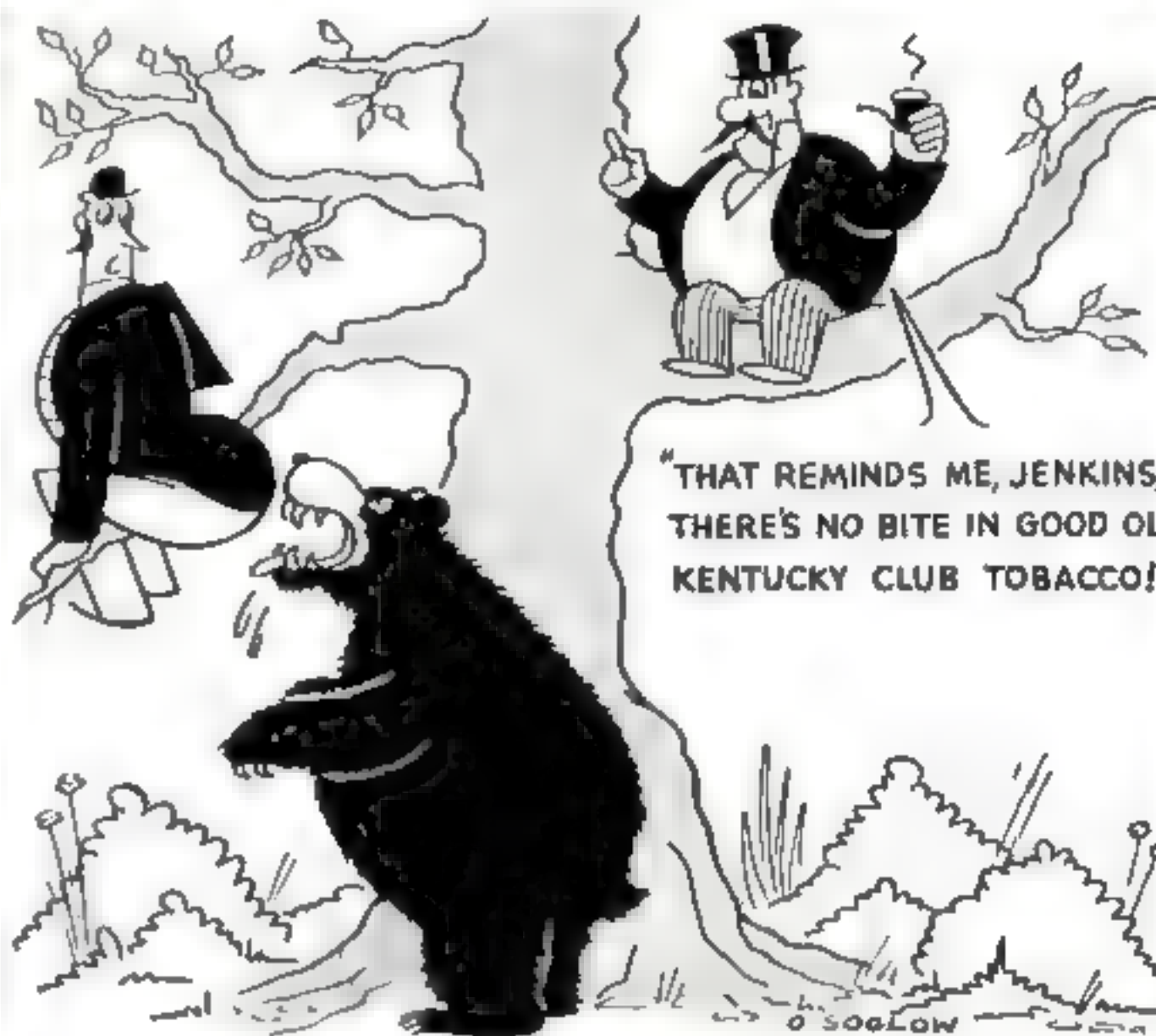
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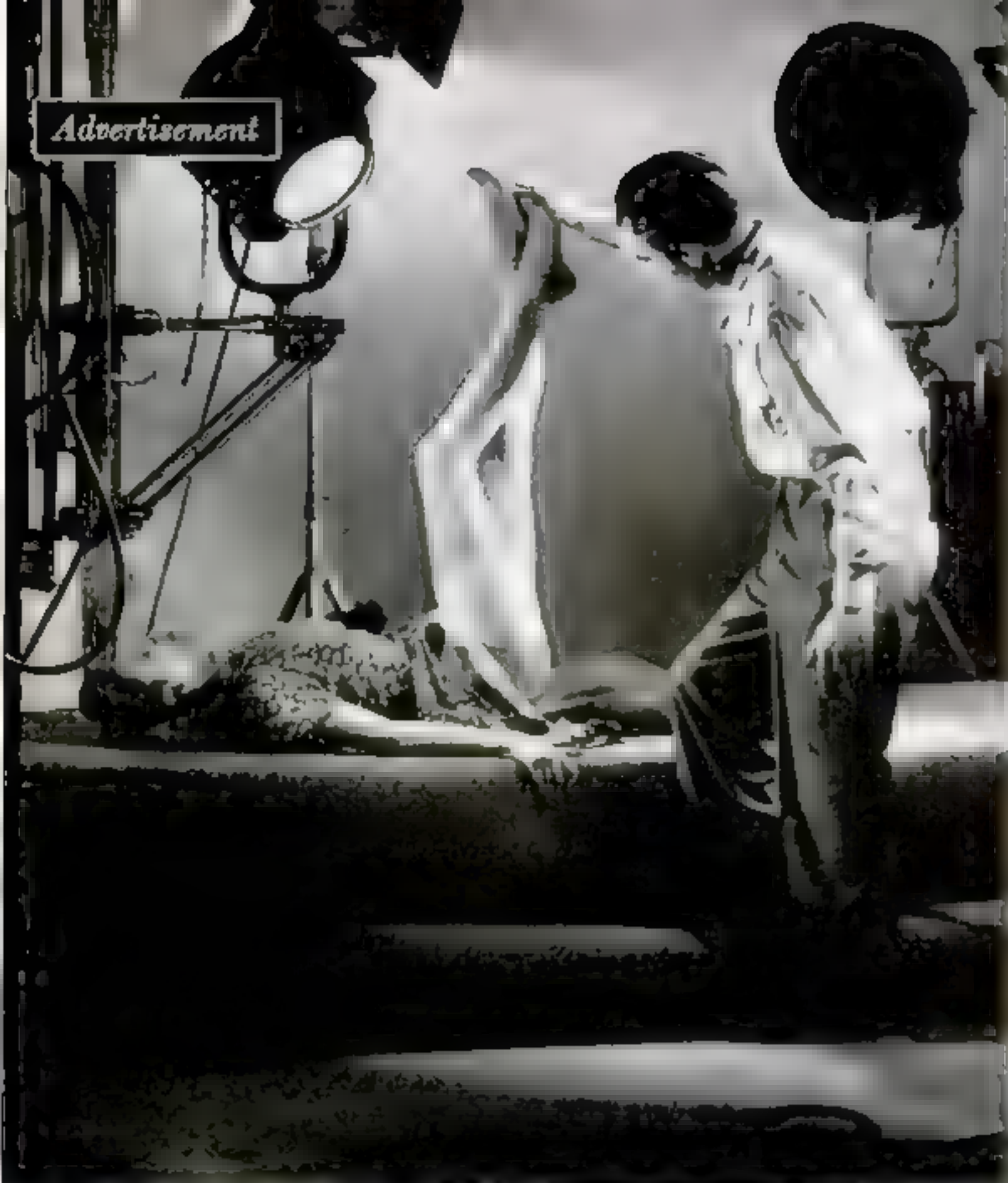
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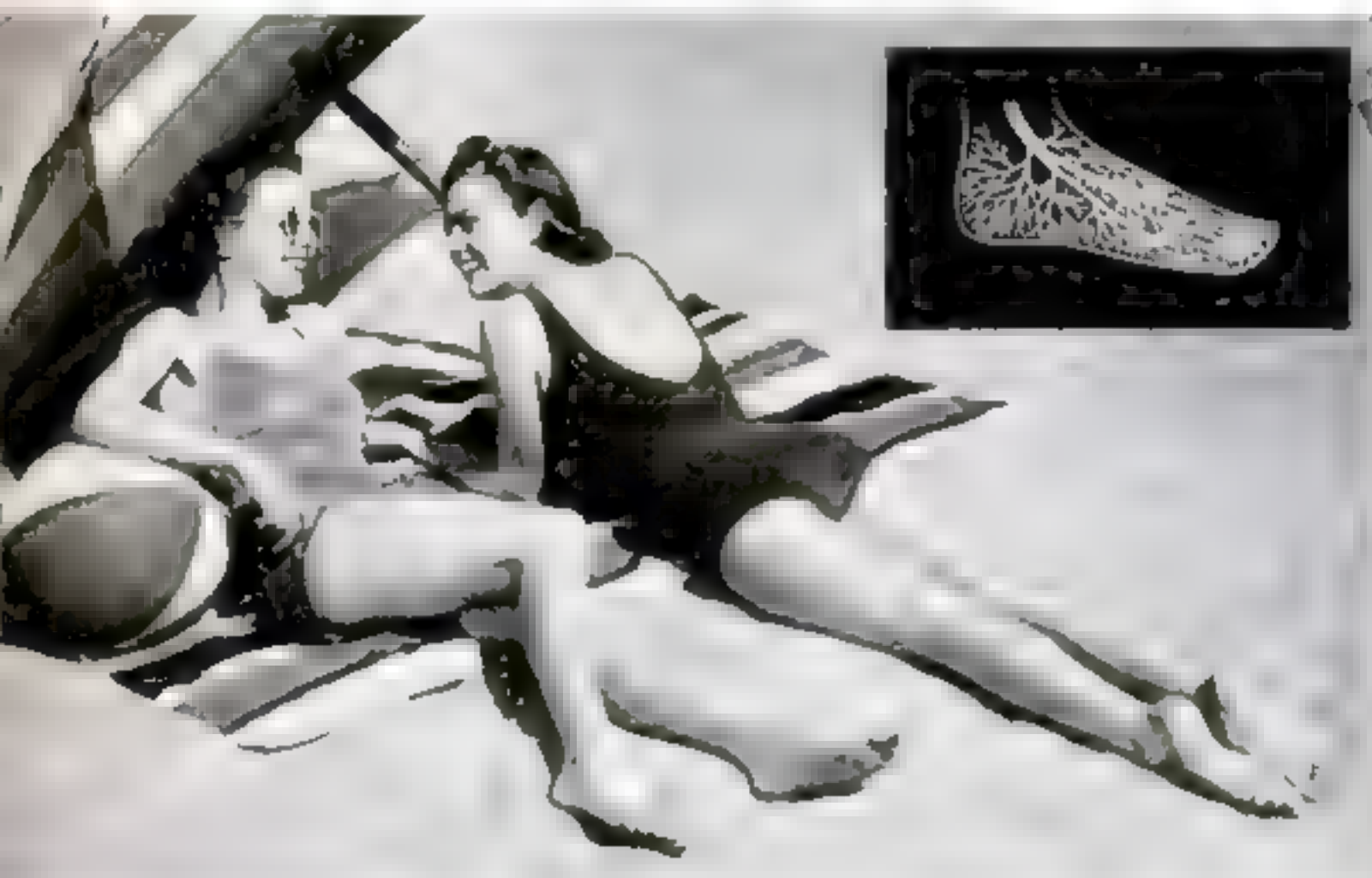
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An extreme trick like this is the fly crack. It takes work to relax foot and leg muscles, making beautiful leg pictures. Interesting to know about, but hardly practical in real life.



Curves galore is the story of the bottom of the human foot in its natural relaxed position. A network of nerves and muscles inside . . . no wonder nerves call for help, muscles tighten up when you pound sensitive curves against ordinary flat inside soles, reasoned Matrix designers.



See for yourself, wherever Matrix Shoes are sold, this amazing demonstration of the difference between Matrix' exclusive "Footprint in Leather", and the sole you find in most shoes.

FASHION PHOTOGRAPHERS FIND KEY TO BEAUTY IN RELAXED FEET

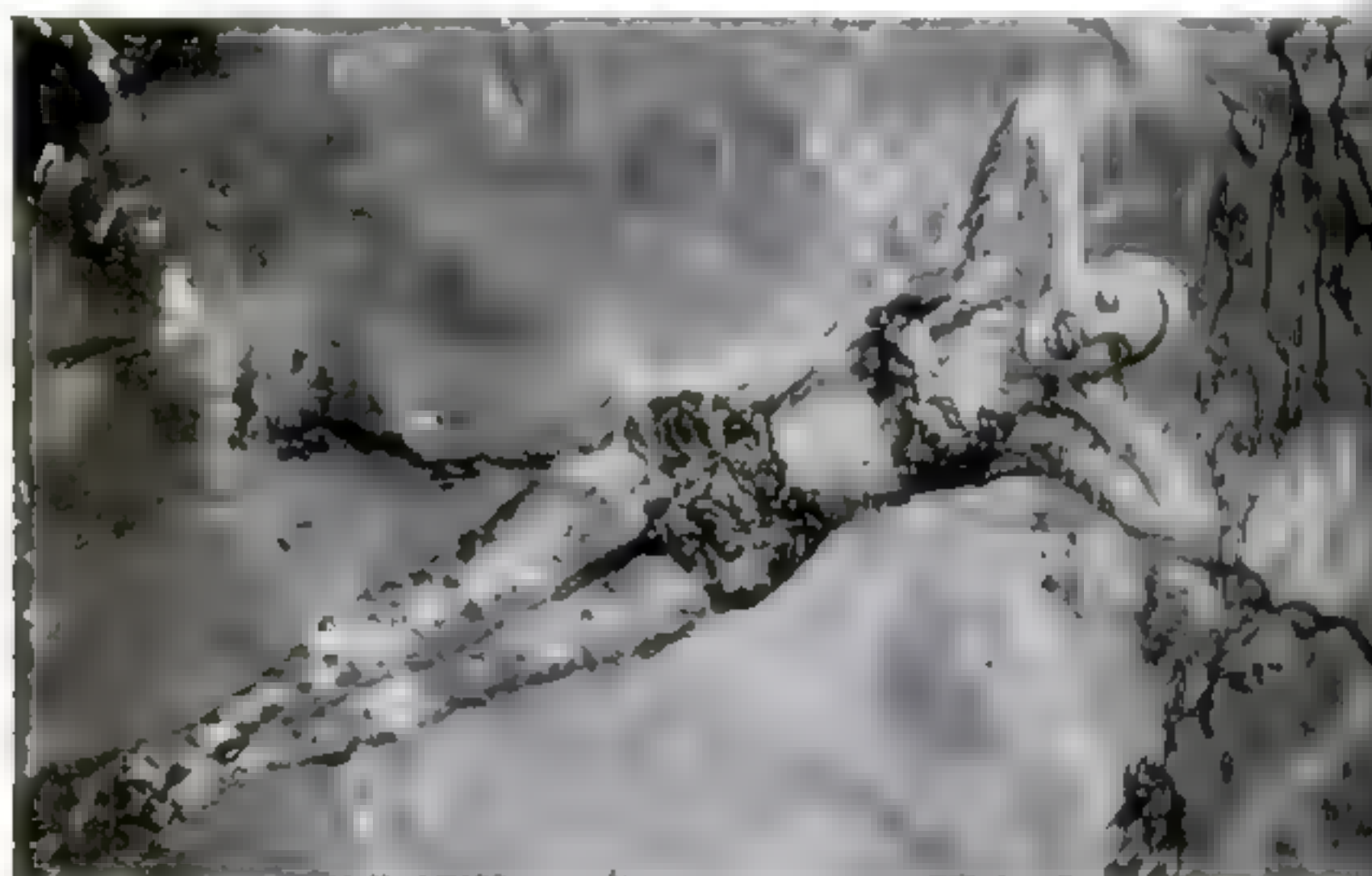
Revolutionary development in pretty shoes helps feet relax . . . even as you walk!

Now come shoes that are not only a sight for sore eyes, but a scientific miracle . . . shoes that do for your feet in motion what photography has been achieving through upside down poses. For camera-artists long ago discovered the key to beautiful hosiery and shoe pictures in completely relaxing foot and leg muscles.

Now come shoes designed to ease stress and strain and do the same kind of a relaxing job by supporting the whole foot naturally on a moulded "Footprint in Leather". In place of the usual flat inside sole surface in these miracle shoes, there's a moulded inside sole that follows every contour of the bottom of the foot . . . and whether you ever realized it or not, the sole of your foot is as full of curves and hollows as the palm of your hand.

Your foot nestles down into this shoe as naturally as one spoon snuggles into another. Body-weight is automatically distributed all over the bottom of your foot instead of on three delicate pivotal points as it is in most shoes. Ankle and leg muscles no longer need fight to hold your body in balance, but seem to relax even as you walk into smooth, natural, trim lines. E. P. Reed & Co., Rochester, N.Y., manufacturers of these amazing shoes, have christened them Matrix* Shoes, because Matrix is the word for "mould", and that is literally just what they are, a mould or matrix of "Your Footprint in Leather."*

*Pat. U. S. Pat. Off. E. P. REED & CO.



Complete relaxation! Matrix has found a way to give feet this same kind of relaxing, buoyant, all-over support by moulding "Your Footprint in Leather" inside pretty shoes. It matches every curve of the bottom of the foot; your sole nestles down into it like one spoon into another.



Relaxed and lovely . . . that's how you feel in Matrix Shoes; so gloriously free, so sure-footed because you used your whole foot to walk on. Your feet relax . . . even as you walk!

RELAX and let yourself go—

in the only shoes in the world that match the natural curves of the bottom of your foot with

"Your Footprint in Leather"



They're dream shoes . . . so pretty you'll be proud, so heavenly light and flexible you'll want to go on and on! It's such a glorious, sure-footed feeling to find yourself walking on relaxed feet. That's what "Your Footprint in Leather"® does for you . . . helps relax tense foot and ankle muscles. For this moulded inside sole that makes Matrix® shoes so different, actually matches the natural curves of the bottom of your foot and gives you a buoyant all-over support such as you've never known.

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knew
which way
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LIFE'S PICTURES

Seven years ago a fond elder brother gave Myron Davis (left), then 15, a 39¢ Univex camera. Myron was so fascinated by the gadget that he went around with his shoes unlaced and forgot to say his prayers at night. He proceeded to develop such a flair for photography that he earned his way through college taking pictures for campus publications and co-managing a photo shop. This week he tours Midwest with the Dancing Debutantes (pp. 90-93).



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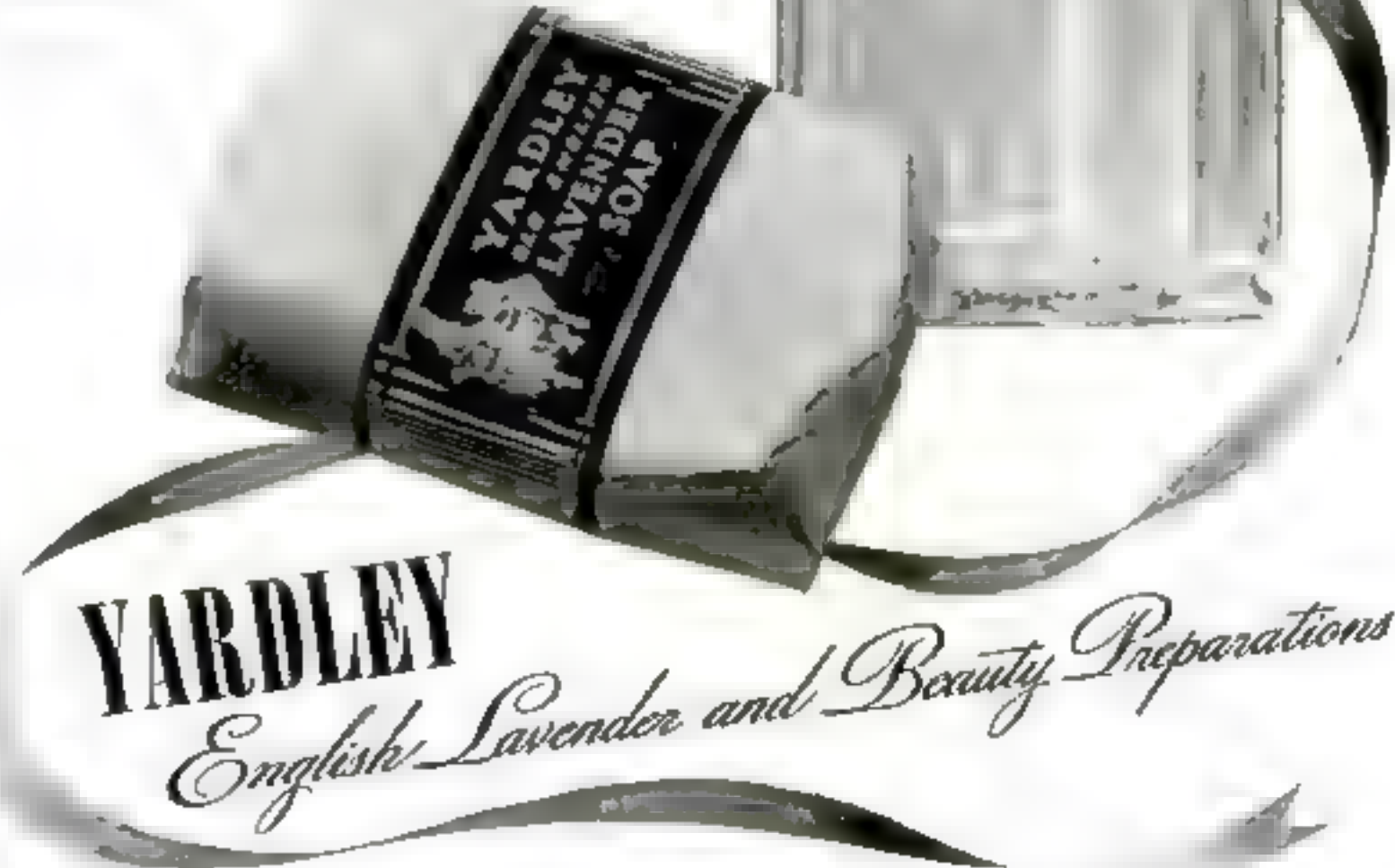
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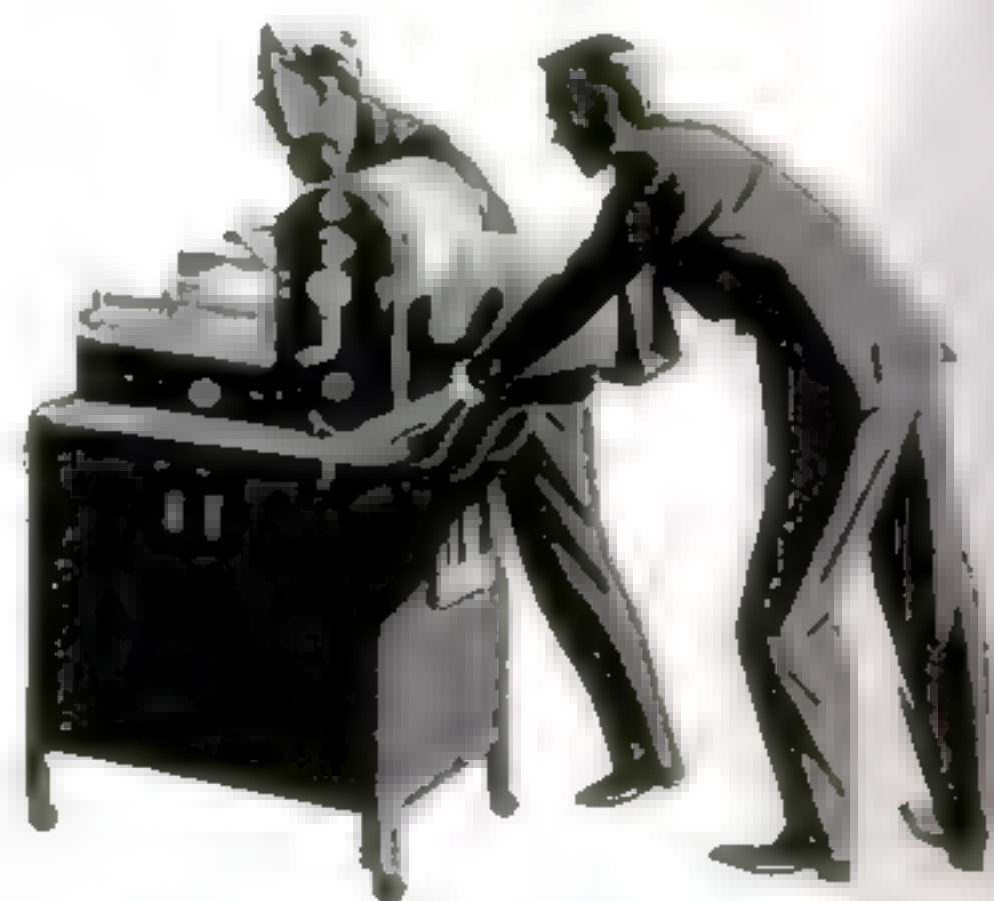
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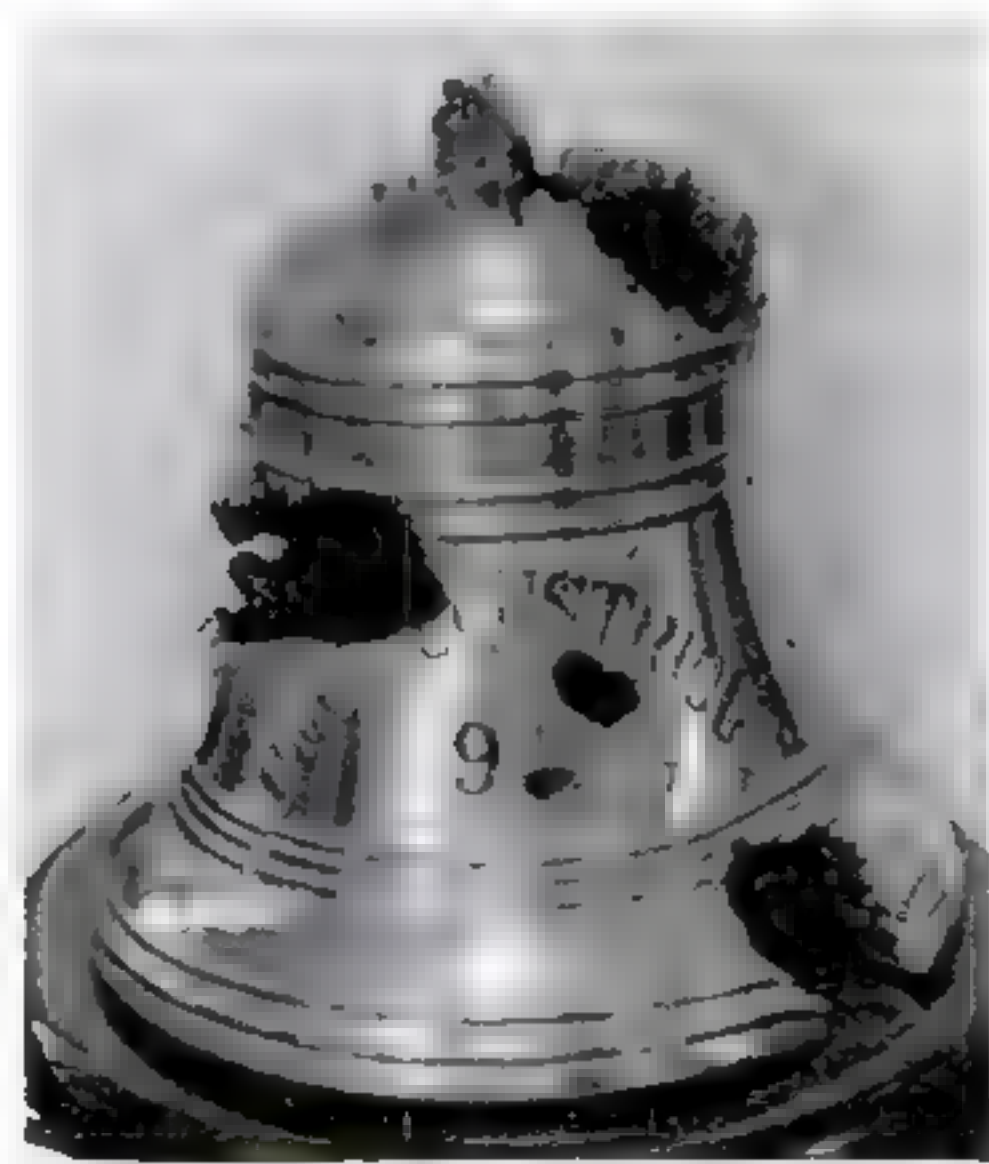
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AT FORCED DRAFT, WITH ALL STATIONS MANNED, THE CARRIER H. M. S. "ILLUSTRIOUS" FLOWS THROUGH THE MEDITERRANEAN A FEW DAYS BEFORE HER TERRIBLE ORDEAL

THE EPIC OF THE "ILLUSTRIOUS"

EXCLUSIVE PICTURES SHOW BRITISH CARRIER'S HEROIC ODYSSEY FROM THE MEDITERRANEAN TO NORFOLK, VA.



SHATTERED BELL IS NOW PRIZED MEMENTO OF ATTACK

At Portsmouth Navy Yard on Aug. 28 Captain Lord Louis Mountbatten, cousin of King George VI, assumed command of the aircraft carrier H.M.S. *Illustrious*. News of this flight-deck ceremony disclosed to the U. S. public what thousands of Virginians had known for months: that the *Illustrious*, battered and shattered by Axis dive bombers in the Mediterranean last January, had been undergoing repairs in the U. S. Navy's great Virginia yard. To men of the *Illustrious* it marked the beginning of Chapter II in the saga of their beloved ship. Chapter I, as bloody, brave and brilliant as any in naval history, is fully told on these pages for the first time. The exclusive action pictures which follow were lent to LIFE by Captain G. Seymour Tuck, D.S.O., executive officer of the *Illustrious* at the time of her ordeal by fire.

The *Illustrious'* story begins in the autumn of 1940, less than a year ago. Fresh from the ways at Barrow, spotless, unsullied by hostile steel, she steamed past Gibraltar with orders to scour the Mediterranean skies. Axis planes had been making the inland sea uncomfortable for the Royal Navy, for till then no British carrier was available for duty in those waters. In a few short weeks *Illustrious* fliers cleaned

things up and gave the Navy the freedom of movement it sought. It was the *Illustrious* planes which wrought most damage in the famous Taranto raid of Nov. 11. Soon the German and Italian High Commands issued orders that at all costs, and regardless of other objectives, the *Illustrious* must be destroyed.

On Jan. 10 Axis aviators caught the *Illustrious* off Malta and came perilously close to fulfilling their mission. Rarely has a ship taken such punishment and survived. For more than six hours furious waves of dive bombers roared overhead, pounding her implacably with torrents of steel and flame. Disabled and defenseless, the great carrier managed to creep into Malta that evening. She lay there two weeks amid new showers of bombs while wreckage was cleared away and the dead removed. One night, jury-rigged, she stole out to sea and southeast to Alexandria. Thence, after additional patching, she was able to make her way through Suez, around the Cape and across the Atlantic. She arrived in Norfolk on May 14. For pictures of the ceremony at which Captain Mountbatten took over the rebuilt carrier from heroic Captain Tuck—who has been promoted to a new and better command—see pages 34-35.



The first great attack on the *Arizona* began early on the sunny afternoon of Jan. 18, when 40 Italian and German dive bombers tumbled out of the heavy clouds, began to fight over the carrier's flight deck. In picture above, taken from a scout vessel a 1,250 lb bomb is bursting dangerously close to her stern—sending fragments singing over the deck, ripping great gashes

in the ship's plates. Over 1,000 fragments went through the *Arizona*'s hull, and a great deal of steam is spouting into darkness below decks. Guns are just starting to put up a barrage (bursts) of fire. *Arizona*'s guns are not yet in action, but the ship is under a hail of flying steel, sending up thousands of ropes of phosphorus smoke, which is a deadly gas.



Curtained in smoke and sea spray, the *Arizona* continues to take terrific punishment. She is now steering with engines, in all to put her more planes in the air. A direct hit is shown in picture below (dark smoke, center) has penetrated to her gun deck, turned it into a tunnel of flame. The first from this bomb flew through wing and rear part of ship, losing splinters

about like dry leaves in a storm. During this terrible attack, the ship's crew of 1,800 men could be heard over the ship's loudspeakers. Some of the crew were exposed to the attack throughout the attack. The ship's crew was not able to get out of the ship's gun deck. The ship's crew was not able to get out of the ship's gun deck. He was awarded the Distinguished Service Cross for his actions.



AXIS BOMBERS, OUT FOR BLOOD, CRIPPLE "ILLUSTRIOUS" IN SAVAGE SIX-HOUR ATTACK

Here you see the most fearful pictures of naval conflict this war has yet produced—authentic action pictures taken aboard the *Illustrious* and escorting vessels during the tremendous bombardment of Jan. 10. First inkling of the attack came at 12-15 p.m. when 20 torpedo planes suddenly appeared from the clouds. The *Illustrious*, with 18 of her own planes in the air, shot down two attackers, and successfully evaded all torpedoes. Not another plane left the carrier's deck that day. These terse excerpts from her log tell why:

12:30 p.m. Attacked by 45 dive bombers. One direct hit crashed through rear elevator hatch which was open in process of bringing up planes. Every plane on the elevator was wrecked. Bomb also pierced thick armor of hangar deck below.

1:30 p.m. Second wave of 35 dive bombers attacked. Another lucky hit near rear elevator penetrated hangar deck, wrecked rows of Spitfires, and ignited gasoline in their tanks. Entire hangar burst into flame. Smaller fires started below decks. Engine room filled with steam.

4 p.m. Wave of 20 dive bombers attacked. Direct hit on octuple pom-pom station killed entire gun crew. Another pierced overhang of bow.

5:30 p.m. Thirty dive bombers attacked. Hit on port pom-pom station drove one gunner completely through deck. Bomb pierced deck and exploded in water. Planes machine-gunned station and killed most of crew.

As the *Illustrious*, riddled, aflame and steering with her engines, staggered into Malta that evening. Axis torpedo planes launched their final attack but failed to touch her. The casualties: 14 officers and 107 men killed, 400 injured.



Junkers 87 dive bomber pulls out of dive at 3,000 ft., just after releasing bomb. The *Illustrious* was attacked by 150 bombers in six hours, shot down 36 at sea. Note bursts at lower right.



A bomb just misses the bow of the *Illustrious*. This picture was taken from the bridge of the carrier, shows a 4.5-in. battery (lower left) and end of flight deck (lower right). Near hits like

this put tremendous pressure on plates, made many buckle and take in water. Crew could not stay on deck because of flying steel. The carrier's island was pierced in a hundred places.

AFTER HER POUNDING AT SEA, CARRIER "ILLUSTRIOUS" LIMPS INTO PORT AT MALTA



Direct hit on forward pom-pom station starts fire, kills crew as gun-ners escape. Tank crew is saved by gun's flames, report.

In Malta, were the *fisher* straight vertical glass of anken
not to be put up for the back of a chair. The superlative



Bomb bursts below water line

left. It may be followed by $f = f_{\text{max}}$ or $f = f_{\text{min}}$ for the

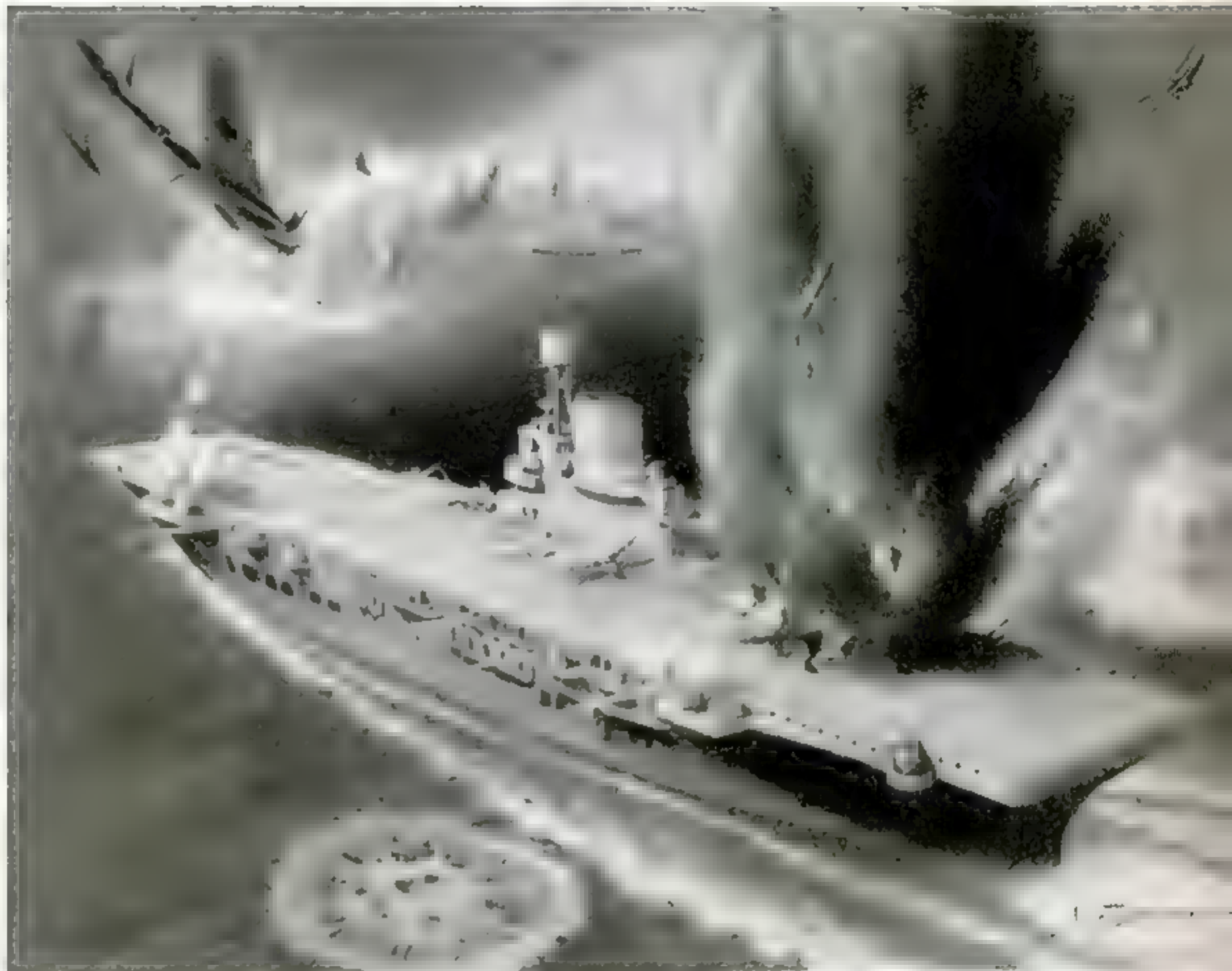


WHERE, CRIPPLED AND TORN, SHE IS DIVE-BOMBED FOUR TIMES MORE IN TWO WEEKS



compartments were sealed. Decks were raised as a preventive to keep out water. Later, the ship was put overboard.

Bomb falls on quay right next to ship. Few seconds later she receives another direct hit through her rear elevator.



Squarely into rear elevator goes 1,250 lb. bomb. This destroyed planes then in elevator on way up to flight deck. It also saw

After four attacks, the Axis planes thought that she was resting on the bottom, gave her up for lost. But she managed to patch

up German bomber. *Three stars blast*. Drawings on these pages show some of the elements of which no pictures could be taken.

her steering apparatus, bury her dead and tend her wounded. Then she slipped out one dark night and headed for Alexandria.





Safe in Alexandria, after the secret trip from Malta during which she was again attacked but not hit, the officers of H.M.S. *Illustrious* pose before their damaged ship. Three crew members are standing in the back before the ship left England for the Mediterranean. Officer sitting third from left is Captain D. W. Boyd, who at Alexandria was promoted

to the rank of rear admiral. He was succeeded in command by Captain Tuck. On June 1, this port the *Illustrious* was seriously damaged by a torpedo. Then a great recovery speed, she started on the long passage up through the Suez Canal down the Red Sea and round tip of Africa to the U.S. She arrived at Norfolk May 15.



At ceremonies in Norfolk, Lord Mountbatten takes over command of the *Illustrious*. She is still in the process of being repaired. U.S. craftsmen at the Portsmouth Navy Yard are restoring her flight and engine decks, riveting new plates to her sides, bolting up new galleys. Survivors of her original complement of 1,600 men are mingling fraternely with Ameri-

can seamen at the pier. In a few months few of her 1,600 men will be left, but the ship will be ready for action. Captain Tuck and Lord Mountbatten are shown on the opposite page putting two black cats aboard for good luck as they sail. Captain Tuck, who received the D.S.O., will return to England to take up a new command.



LIFE ON THE NEWSFRONTS OF THE WORLD

A German torpedo misses its aim in the Atlantic; Japan backs water in the Pacific



U. S. DESTROYER "GREER"

The Incident, long awaited and expected, almost happened last week. On Sept. 4 the Navy Department released a curt dispatch announcing that the U. S. destroyer *Greer*, Iceland-bound, had been fired on by a submarine whose torpedoes had missed their mark. The destroyer had immediately counterattacked with depth charges. Next day President Roosevelt met his press conferees grimly, launched into the subject without awaiting questions. It had been a clear day, he announced. The destroyer's U. S. flag was plainly visible. The attacks—there had been more than one, he emphasized—had taken place on the American side of the ocean. Even if the submarine had fired by sound-locating device without sighting its target, the offense was just as grave. The Navy had been ordered to hunt down the attacking submarine and "eliminate" it. Berlin's reply was an announcement that one of its U-boats had fired on an "attacking" destroyer in "self-defense."

Most observers remain convinced that Adolf Hitler does not want to provoke America into his war just yet, but would very much like to have it involved in a Pacific war with Japan. Remembering that the German torpedoing of the *Robin Moor* took place just as Hitler was attempting to nerve the men of Vichy to join the Axis, some pointed out that the destroyer attack took place on the very day that the first U. S. tanker carrying gasoline for Russia arrived in Vladivostok. Hitler's presumed reasoning: if the Japanese can be convinced that the Germans will keep a good part of the U. S. Fleet engaged in the Atlantic, they will be less reluctant to tackle the remainder in the Pacific.

Whose Ocean? Last week Japan poured oil on troubled waters by letting oil pass through troubled waters. Despite Japanese protests and threats, two U. S.



LAND

Admiral Emory Land, chairman of the U. S. Maritime Commission, snapped: "What in hell job do they have? They don't own the ocean."

Before taking any inevitable steps, Japan has been waiting to see how her big Axis ally fares against Russia. Suddenly and sensationally last week, *Japan News Week*, a magazine close to the Foreign Office, turned on the Axis, wrote: "Although the Nazis' ill-founded plans have not been defeated, German momentum has been definitely arrested and by the end of the third year [September 1942] the finish of the horrible carnage should be within the grasp of the Allies."

No Oil Shortage? An unnatural silence lay over the western hills where Secretary Harold L. Ickes is spending his vacation. Not a quack or a squawk came from the Petroleum Co-ordinator as a Senate committee probed his famous East Coast "gasoline shortage." To the committee John J. Pelley, president of the American Association of Railroads, stated that enough tank cars are lying idle to end the "shortage" in two weeks. As various members of Congress charged that the oil scare was a hoax to get the people excited over the war, Mr. Ickes' unhappy Acting Co-ordinator, Ralph K. Davies, promised to put the tank cars in service at once, plaintively hoped they would solve the problem.



PELLEY

Taxes Up. The American people are all-out for defense, domestic and lease-lend, even to the point of footing the tremendous bill for it. That was proven clearly last week when the Senate, instead of shying



GEORGE

and halking as Congress usually does at tax increases, passed after only two days' debate a bill boosting taxes to their highest levels in U. S. history. Aimed to raise an extra 3½ billion dollars, the bill has already been passed by the House, now goes to conference for adjustment of differences. Biggest difference was the Senate's lowering of income-tax exemptions to \$1,500 for married couples and \$750 for single individuals. If accepted by the House, this will mean that about 5,000,000 people who have not filed income-tax returns in the past will have to do so now, and that about half of them will have to pay something.

Two warnings were issued in the course of debate. By Majority Leader Barkley: Another bill, raising taxes still higher, will be passed certainly next year, possibly later this year.

By Chairman George of the Senate Finance Committee: Heavily as present taxpayers may be taxed, the cost of smacking down Hitler will be borne by at least three generations.

Odlum to the Rescue. Up to now the defense program has shown an alarming tendency to freeze out the small producer. Out of the \$20,000,000,000 in defense contracts, over 30% has gone to six big companies of which Curtiss-Wright



ODLUM

(see pp. 50-60) is No. 4. Small companies have been ignored in letting big defense contracts and, because of priorities, are short of material for non-defense production.

Last week, to stave off the collapse of many small companies and great "priorities unemployment," President Roosevelt created in the OPM a new Division of Contract Distri-

bution. Its objectives: to split up big contracts into small parts for small companies, to make the big companies farm out parts manufacture to subcontractors. Its head: Floyd Bostwick Odlum, financial genius of the early 1930's who picked up depression-hit investment trusts for a song, piled them into his \$100,000,000 Atlas Corp. Odlum is intense, hard working, a friend of New Dealers, a husband of famous women (first Hortense Odlum, president of Bonwit Teller's store in Manhattan, now Elsie Jacqueline Cochran).

Russia Still Holds. After 77 days of tremendous war, Leningrad, Kiev and Odessa still stood, though hard-pressed. The Germans were within artillery range of Leningrad, but Russians claimed the railway was still open. A month after the Red Army had been theoretically destroyed, it delivered a series of massive counteroffensives and names of cities supposedly well behind the Nazi lines came into the news again: Porkhov, Polotsk, Vitebsk, Bobruisk. This continued, awe-inspiring existence of the Red Army brought amazing words in strange places. Mussolini's own paper cried, "Are the Russians rich in armaments? Lord, yes. Are they fighting with strenuous valor? Lord, yes. The Russians have always been splendid fighters."

Holy War. The Allied armies fighting Hitler are probably the widest cross-section of the world's races ever to stand shoulder-to-shoulder in actual combat. The London *New Statesman* got a little innocent fun out of this fact with the following parody:

*"Onward Marxist armies, mainly infidel,
Smite the hordes of Wolan, ram the gates of hell!
Onward hosts of Allah on the desert sand,
Paladin of Siva from India's coral strand!*

*Onward, Afrie warriors, marching in the van,
Polytheists fighting as polytheists can!
Moslem, Sikh and Hindu bringing victory near,
Onward Christian soldiers, bringing up the rear.*



"Today," cried President Roosevelt in his Labor Day broadcast, "the chief American fighters in the battles now raging are those engaged in American industry. . . . No group of Americans has realized more clearly what Nazi domination of the world means than has organized labor. . . . No group has a greater stake in the defeat of Nazism."

In Detroit, as the President spoke, members of the C. I. O. United Auto Workers Ford local were celebrating the great automobile sit-down strikes of 1937 by waddling at a squat in the city's Labor Day parade. Two days later the War Department announced that 421,000 man-days of work on its contracts had been lost because of strikes during August, against 286,000 man-days lost during July. From Jan. 1 to Sept. 1, it reported, nearly 3,200,000 man-days had been lost. This is enough labor to have produced the following weapons:

**1,000 Curtiss P-40 fighter planes
and 800 13-ton tanks
and 20,000 50-cal. machine guns
and 1,000 75-mm. gun mounts
and 100,000 Garand rifles**



Auto workers re-sit a sit-down strike
for fun in Detroit's Labor Day parade



LELIA, MIFAUNWY, PENNY, GERRY, MARJORIE, PATRICIA, GRACE, ROSEMARY, MIRIAM, JESSIE, FRANCES, MARTHA, JANICE, VERONA, CARRE, BETSY, ROSELLA, CATHERINE, LOIS, GLORIA,

BEAUTIES AT ATLANTIC CITY HAVE SPLENDID BACKGROUNDS

This rear view of the Miss America contestants of 1941, presented here for the gratification of people who like to know what is going on behind the scenes, is in its way a triumph of photographic ingenuity. So far as LIFE knows, the beauties who have never before at Atlantic City's pageant (since 1921) have never been photographed like this before. There is, of course,

no particular reason why the cameras should have taken the conventional view of the girls. The rear view is exactly the same as the front view, with more points of interest to the eye. Nevertheless, after 19 years, we something of a new way to look at the way to pose. LIFE congratulates Photographer Joseph Suck, whose camera caught the magnificent last



A feature of this year's Miss America Pageant was the "splendid family backgrounds" of the contestants. From the girls,

an industrious press agent called genealogist facts as follows: Miss Colorado can trace her ancestry to 1600. A great

great-grandfather, Miss Westman was Speaker of House of Representatives; the sister of Miss Kansas is a ship to C. H. Daily



CHARLOTTE, JACQUELYN, JOEY, DOROTHY, GERALDINE, MITZI, GLADYS, BEVERLY, LORENE, CHARLENE, LILLIAN, MADELINE, BETTY, VIRGINIA, JEAN, ESTHER, DAPHNE, FEROL, HELEN

week was an AP cameraman who persuaded five of the girls to lie on their backs on a sofa backwards and elevate their legs over its back.

The purpose of the Atlantic City pageant is to publicize the resort. The almost unanimous purpose of the contestants, winners of some 800 local and State preliminary contests with 20,000 odd entrants, is to pub-

licize themselves in the hope of launching stage or movie careers. In the old days all they had to do was look pretty. Now they are not only required to display stage talent, but must also mingle socially with the judges to permit inspection of their grammar.

The winner of this year's contest—Miss America 1941—had not been chosen as these pages went to

press. The losers may console themselves with the knowledge that, while even John Kieran has probably forgotten the names of past Miss Americans, almost everybody has heard of Miss Dallas of 1927 (Joan Blondell) who failed to take the prize, and Miss New Orleans of 1931 (Dorothy Lamour) who, put out in a semi-final round, never even got to Atlantic City.



of London. Miss Florida is descended from Davy Crockett. Miss California has an uncle who used to fight the forebears

of an Indian. Both Miss Iowa and Miss Delaware claim Thomas Jefferson as an ancestor, and Miss Mississippi claims

both John Marshall and Robert E. Lee. Miss Kentucky is related to John ("Shipwreck") Kelly, husband of Brenda Frazier



THREE 16-IN. GUNS OF THE "NORTH CAROLINA'S" FORE TURRET ARE FIRED AHEAD. BECAUSE SHIP CANNOT SLIDE SIDWAYS, SUCH FIRING IS MORE STRENUOUS THAN BROADSIDES

NEW U. S. BATTLESHIP "NORTH CAROLINA" SHOOTS ITS GUNS IN FIRING TESTS AT SEA

There was darkness over the Atlantic. Under a west-erly wind the black water had been churned into choppy spray topped waves. Even the moon could not light up the hulls of U. S. warships as they moved brightly through the night, and many of North Carolina.

Biggest ghost of all was the new U. S. battleship *North Carolina*. For her this was no ordinary night. It was to be her baptism of fire. For two days she had been testing her guns. First they had been fired singly, then in pairs, then by turret salvoes. Now on this night all 16-inchers, as well as ten 5-inchers, were to be

fired at once. When she had started that broadside, the heaviest ever fired by a ship, without success, her ship's crew would be ready for action.

The minutes before the salvo were tense. Officers were plugged cotton in their ears so as to protect their ears. The loud pecker roared at seconds. Suddenly the three barrels of a gun tumbled and a mass of red and yellow flame burst from the sides of the ship. With them came a shattering roar and the ship rocked. The air came down as ten tons of projectiles were hurled into the sea. For *North Carolina* was ready for action.

16-IN. GUNS ON REAR TURRET FIRE THREE 2,100-LB. SHELLS OFF THE BEAM. EXCEPT FOR LIGHT DOORS ON DECK LOCKERS AND STRIP MOLDING THE BIG GUNS BROKE NOTHING





With a flashing roar nine 16-in. guns and ten 5-in. guns of the "North Carolina" shoot ten tons of steel into the Atlantic Ocean

A MODEL FAMILY IN A MODEL HOME

The Frank Engels, chosen as "Ohio's most typical farm family," go on exhibition at State Fair

For a week from Aug. 23-29 Mr. and Mrs. Frank Engel of Berlin, Ohio, lived with their three children in a model home at the State Fair grounds in Columbus. The little white house in which they dwelt was equipped with every modern convenience. It lacked, however, one traditional and highly important element of home life. It lacked privacy. From 10 in the morning till 10 at night the Engels attended to their chores, ate their meals and entertained themselves beneath the curtains and amidst scrutiny of thousands of strange eyes. For them the mere business of living was like a domestic strip tease.

Nevertheless, the Frank Engels did not complain. They had been selected as "Ohio's Most Typical Farm Family" in a contest run by the *Columbus Dispatch*. Eligible were families operating farms of 50 acres or more, owned or rented. Local boards of county candidates. And from 88 finalists the Frank Engels were chosen. Their reward, a week at the fair, with maid service, automobile and chauffeur, free food, and infinite opportunity for self-expression.

Mr. Engel's own domain is a 144-acre poultry farm and hatchery 90 miles northeast of Columbus. His wife is pianist for the local Grange. Daughter Mary, 16, is a senior in high school and president of her 4-H Club. Son Dean, 11, wants to be a dirt farmer. Son Wayne, 9, is contemplating aviation. During their first few days the Frank Engels arose, according to habit, at 5:30 a. m. But the 200, 200 inquisitive eyes that peered in their windows nightly kept them from their beds. By week's end the five enraptured Engels partially found themselves sleeping. All the Saturday night of 7. Treat of the week for the boys was an airplane ride to Dayton. Treat of the week for Mary was meeting basketball star Horace Holt. Treat of the week for Mrs. Engel was returning home and pulling down the blinds.



MRS. FRANK ENGEL, MODEL FARM WIFE, SIPs A BREAKFAST BEAKER OF TOMATO JUICE WHILE THOUSANDS PEER



VISITORS WAIT IN QUEUES TO ENTER THE ENGELS' PUBLIC DOMICILE AT THE STATE FAIR



MR. ENGEL TRIES TO CONCENTRATE WHILE THE U. S. PUBLIC FILES THROUGH HIS PARLOR



*We're ready to give our answers quick
On readin' and writin' and 'rithmetic;
And it helps a lot, we have a hunch,
If we have Campbell's Soup for lunch!*

GOOD HOT SOUP *makes* **A SCHOOLDAY LUNCH!**



*Lunch
at
Home*

CAMPBELL'S VEGETABLE SOUP, with its 15 vegetables and bracing beef stock, is almost a meal in itself. A grand help on busy days! The children like it, and it's good for them, because it's easily digested and supplies needed vitamins and minerals. Here's a simple, satisfying lunch:

Campbell's Vegetable Soup
Cracker and Cheese Sandwiches
Sliced Egg Salad
Mixed Fresh Fruit Milk



*Lunch
at
School*

CAMPBELL'S TOMATO SOUP, made of luscious tomatoes and fine table butter, is a youngsters' favorite. Delicious, warm hot food, such as soup, for children's lunches. Follow this advice and include a vacuum bottle of Campbell's Tomato Soup in the lunch box. Here's an easily loved lunch the children will love to enjoy:

Campbell's Tomato Soup
Peanut Butter and Bacon Sandwiches
Apple and Cookies

Conrad Nagel reports....."All Hollywood hails the

1847 ROGERS BROS.' NEW PATTERN

Ellen Drew, soon to be seen in Paramount's production, "The Night of January 16th," fairly glowed when Conrad Nagel showed her "Eternally Yours."

"I'm in love with it!" she cried. "Such lovely open-work—and it's even in the knife handles! Conrad, it's really thrilling to look at!"

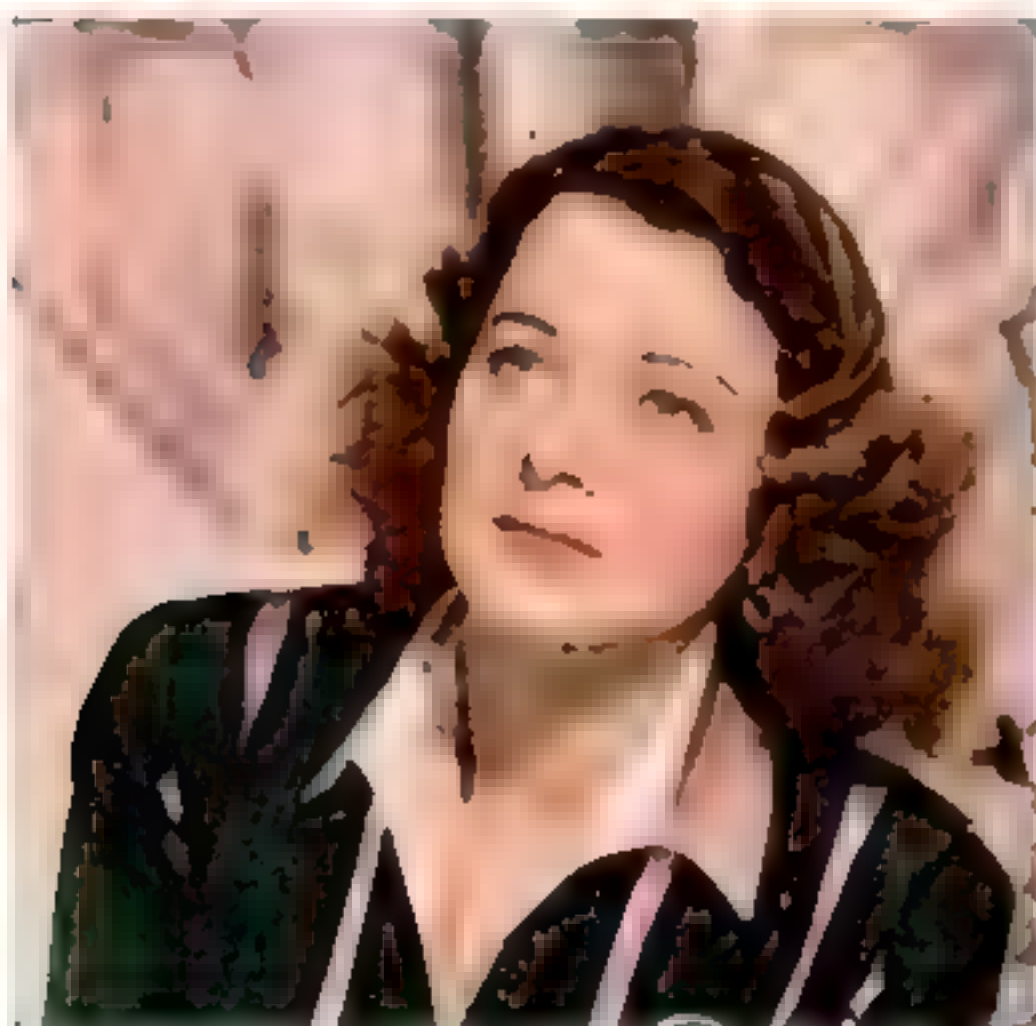
Rosalind Russell, talented star who will soon be seen in the Metro-Goldwyn-Mayer production, "Prince of the Desert," is noted in the film world for her excellent taste. And "Eternally Yours" surely has attracted her with her!

Honestly, Conrad, she exclaimed, it's simply

the most beautiful thing I have ever seen. I have seen many things, but "Eternally Yours" is the most beautiful thing I have ever seen.

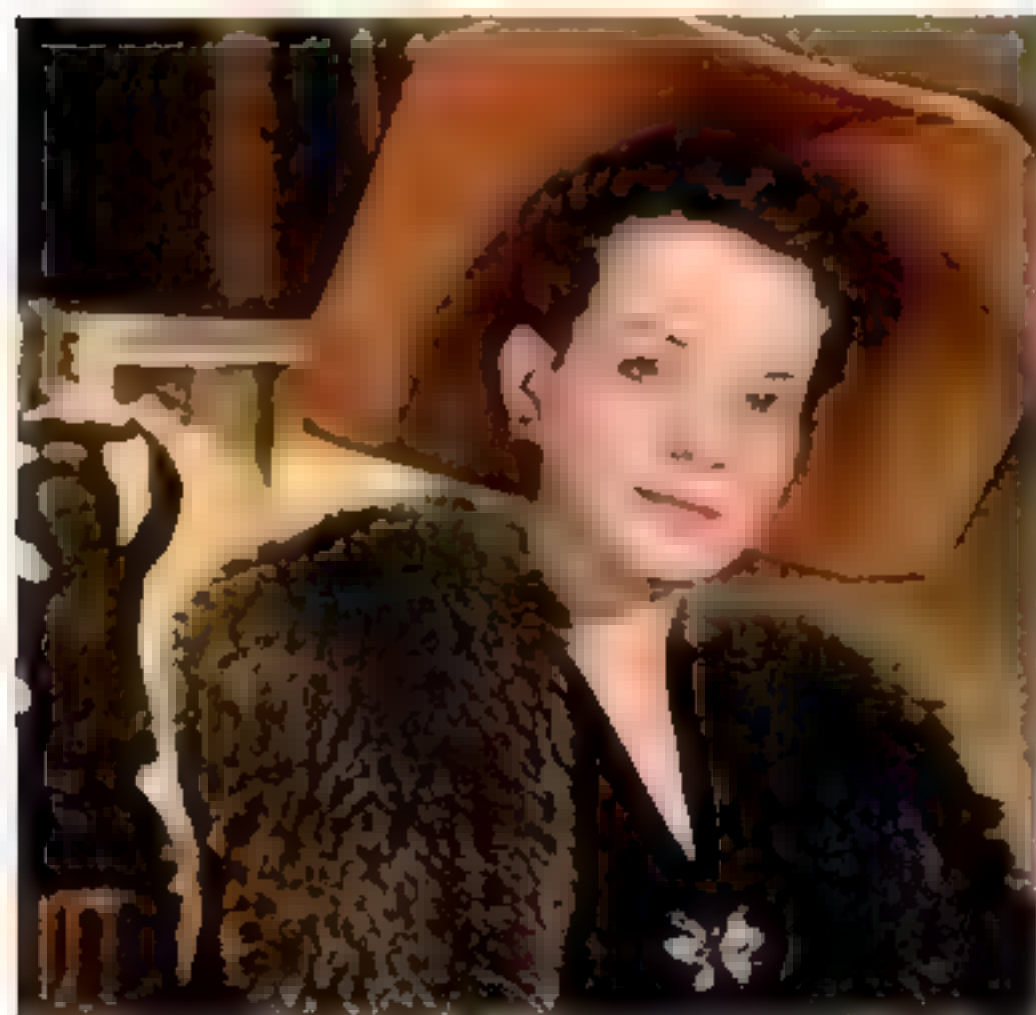
The new pattern is the most beautiful

ever pattern.



Betty Field, lovely Paramount star, first saw "Eternally Yours" on the set of the new technicolor production, "The Shepherd of the Hills."

"Simply gorgeous," she sighed. "It looks and feels like the very finest sterling silver! I know any bride would be thrilled to receive 'Eternally Yours'."



most spectacular achievement in Silverplate History"

"Eternally Yours"

THE AMAZING STORY OF AN AMAZING PATTERN

By Conrad Nagel

Director of the famous "Silver Theater of the Air"

YES, I'LL ADMIT IT—I got a big kick out of the royal reception "Eternally Yours" got from my friends in Hollywood. And I got a bigger thrill when one after another commented

on the amazing features of this new pattern.

Because actually—"Eternally Yours" embodies feats of craftsmanship never before accomplished in silverplate—and rarely in the most costly solid silver patterns!

Yes, the 1847 Rogers Bros.' craftsmen are proud of the skill and technique with which they have executed this new pattern. The higher ornamentation and hand-wrought characteristics, for instance, give each piece a luster

and sparkle unique in silverplate. They have made each piece heavier and yet have given this pattern a more delicate balance. No wonder "Eternally Yours" feels so much like costly sterling. And there are such innovations as the jewel-like openwork—even in knives—a rare feat even in fine sterling.

No wonder, then, that Hollywood's lovely stars reacted so enthusiastically to the majestic sterling-like beauty of "Eternally Yours"!



Your favorite 1847 Rogers Bros. dealer has just placed "Eternally Yours" on display. Be the first to see and own this beautiful, sensational design! Though this new pattern is more expensive to produce, we have not increased our

prices. A service for six in "Eternally Yours" costs but \$29.75. And convenient terms can be arranged to suit your budget. Look for the year mark 1847 on each piece. International Silver Company, Meriden, Connecticut.

*TUNE IN EVERY SUNDAY—Leading dramatic stars in "THE SILVER THEATER." 6 P.M., E.S.T., 5 P.M., C.S.T.; 4 P.M., M.S.T.; 3 P.M., P.S.T.; Coast-to-coast Columbia Network.

Styled by **KROEHLER**



Smart brides-to-be will thrill to the new Kroehler American-Trend Shop featured by leading Kroehler dealers. Here you can be your own stylist. Mix the many gay colors and styles. You can't go wrong—they all harmonize. Best of all, these superb new Kroehler styles are priced for modest budgets.



This label under
the cushion assures
KROEHLER
5-STAR NON-SAG
CONSTRUCTION



FALL FASHION OPENINGS OF UPPER FIFTH AVENUE

Old styles get new treatments in
gowns adaptable to all figures

Last week, for the second consecutive year, New York fashion designers took a flier in the world fashion market. With two showings a day, New York's "Big Six"—Bonwit Teller, Saks Fifth Avenue, Sally Milgrim, Hattie Carnegie, Bergdorf Goodman and Jay Thorpe, plus Henri Bendel—each brought before the press hundreds of dresses in contrast to the limited number of models offered, in former years, by individual Parisian designers. As strictly business, fashion editors were invited to view the collections. Gone were the low lights, soft music and magnums of champagne which heralded last year's fall showings.

Basically last year's outlines still hold good. The principal difference is that the 1942 models make more elaborate use of jeweled embroidery, sparkling sequins, gold braid and fur borders.

The biggest play in the current collections is about the ladies' bosoms, with delicate molding and draping enhancing neckline nudity.

Many fabrics are from leftover stock of French imports plus American brocades, men's sleeving material and woolens. Black is still the favorite all-round color, but dramatic use has been made of pastels contrasted with such couturier whimsy as floating blue, Taj Mahal red and frenzied purple.

Unlike the Paris couturiers, the Americans had their eye on styles that, for a price, could be adapted to hefty ladies of ample beam. Though there were no "beef-trust gals" in the model parades, each house made it discreetly plain that their dress could be made to fit almost anybody outside a freak show.

Prices for their domestic products were just about as high as the Paris imports used to be. Though the U. S. designing houses did not have to pay up to 90% customs levy, they did have to pay the U. S. wage scale. An embroiderer in Paris made about \$8 a week. The same worker in the U. S. asks and gets \$50 a week. Thus these new American originals cost anywhere from \$295 to \$500.

These Fifth Avenue designs are already being merchandised by New York's famous Seventh Avenue, biggest commercial clothes center in the world. From there to the ready-to-wear racks in department stores go the fall clothes that will feature these same smart outlines and details—as low as \$16.95.



Hand-loomed fabric styled by Sophie Gumbel of Saks Fifth Avenue is of satin dunask with feather pattern outlined

in crystals and rhinestones. Bouffant skirt, low bodice, imitates season's evening trends. Custom made, dress costs \$395.



Crepe sheath skirt, split to the knee, has tulle overskirt. Hattie Carnegie original costs \$285.



Bagdad skirt, which was presented by Jay Thorpe before note-taking press, is made of imported oriental brocade. Dress costs \$235 and is draped at neck and hipline.



1914 drooped hipline sleekly adapted by Hattie Carnegie in dress of blue sequins; costs \$345.



The Minute Man

CONCORD, MASSACHUSETTS

The Symbol of America's
Resolve to Defend
Her Freedom

BUY U.S. DEFENSE BONDS

THE President of the United States has issued a cordial appeal to the people of the nation to follow his example and buy United States Defense Bonds and Stamps.

"With jobs more plentiful and wages higher," said the President, "a slight sacrifice here, the omission of a few luxuries there, will help..."

To this appeal, the House of Seagram subscribes with a whole heart. For we have always said that *fine whiskey is a luxury* and should be treated as such. Today, United States Defense Bonds and Stamps have a priority on the nation's pocket-book.

Uncle Sam needs every dollar you can give for ships...for planes...for tanks...for guns...and for the endless stream of vital defense equipment necessary to protect our free way of life.

That is why we of the House of Seagram say to our millions of friends and customers: "Buy U.S. Defense Bonds first." If you can't afford a bond, at least make a start with Defense Savings Stamps.

Help keep America strong—"so that freedom shall not perish from the earth."

THE HOUSE OF Seagram

FINE WHISKIES SINCE 1857

Seagram-Distillers Corporation, New York

A QUIZ ON U.S. DEFENSE BONDS

★ ★ ★
Q. What is the price of a Defense Bond?

A. For the smallest Bond, you pay \$4.75. The Bond will increase in value in ten years to \$25. For \$75, you get a Bond which will increase to \$100; other Bonds in proportion.

Q. What happens if I suddenly need the money I put into a Defense Savings Bond?

A. You can cash your Bond at any time, after 60 days, for the full amount paid, plus any interest due you.

Q. But if I do not have enough money to buy a Defense Bond, what can I do?

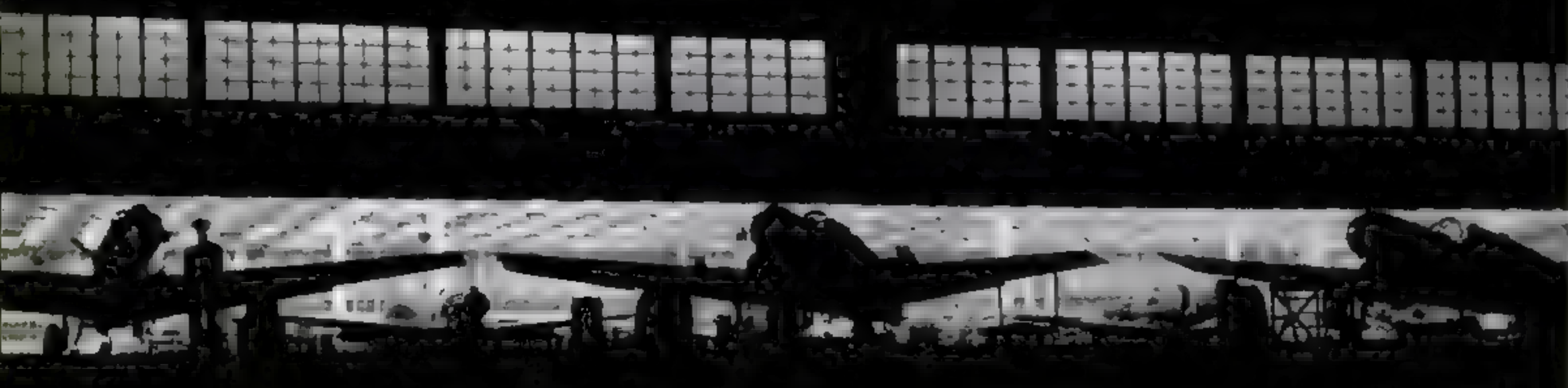
A. Buy Defense Postal Stamps. Your post office, bank, department store or druggist

has them, at 10 cents upward. Save enough Stamps to exchange for a Defense Bond.

Q. What will the Government do with the money I pay for my Bond?

A. Your money will be put to work at once in the National Defense Program to protect the freedom and safety of the United States.

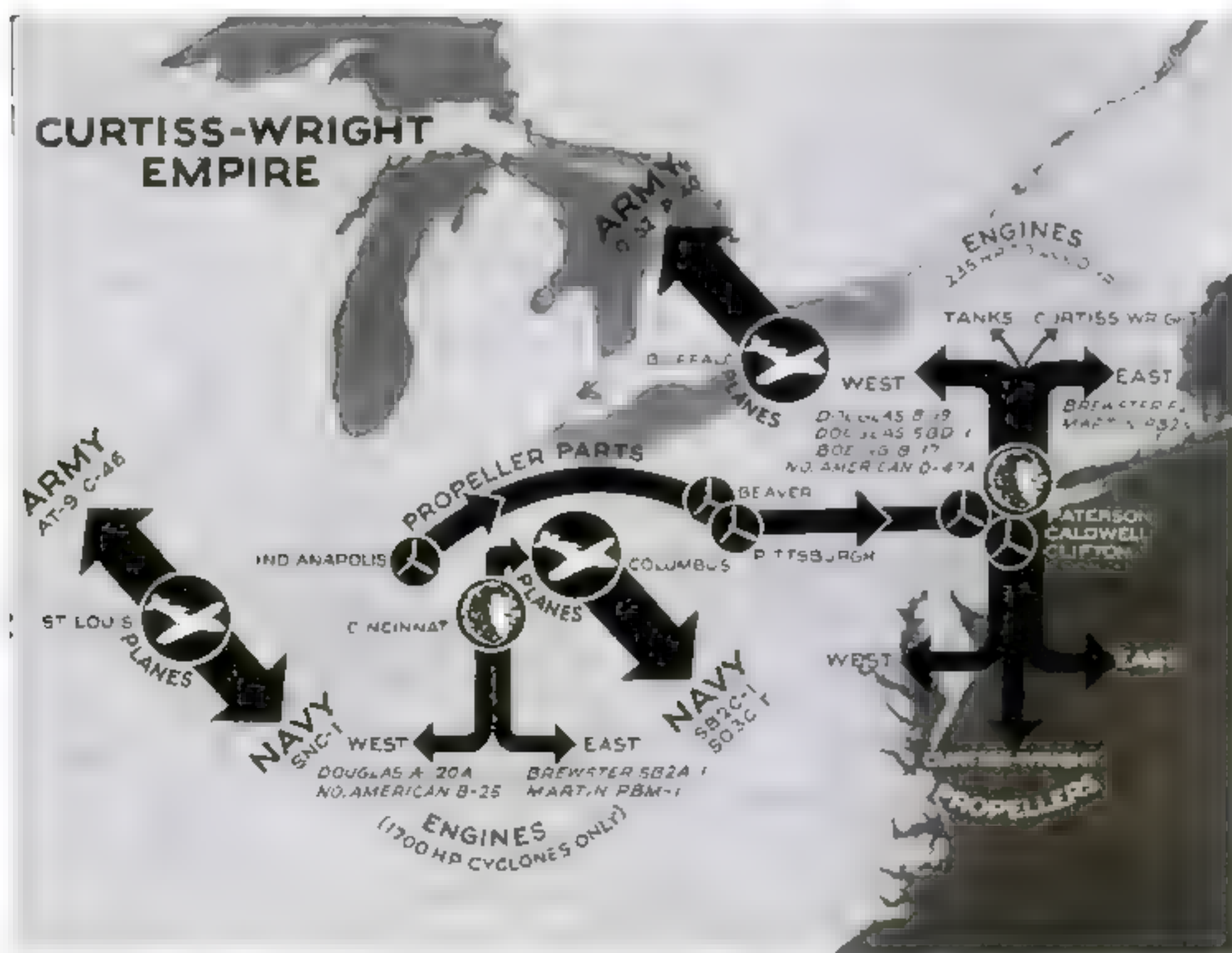
★ ★ ★



CURTISS-WRIGHT

BIGGEST AVIATION COMPANY EXPANDS ITS EMPIRE

IN CURTISS-WRIGHT'S NEW BUFFALO PLANT, P-40'S ROLL OFF THE ASSEMBLY LINE RIGHT OUT OF THE FACTORY, STAND SHARPLY BLACK AGAINST THE BRIGHT LIGHTS INSIDE



An over-all look at Curtiss-Wright shows how it stretches from Buffalo to St. Louis, how its products flow through the company and out into the busy U. S. aircraft industry. Curtiss-Wright makes planes in Buffalo, Columbus and St. Louis. It makes engines in Paterson and in Cincinnati.

It makes propellers in Caldwell and Clifton, N. J., Pittsburgh and Indianapolis, will soon be making them in Beaver, Pa. Some of the airplanes that use Curtiss-Wright engines are shown on this map. A great deal of the company's output goes abroad but the amount is a strictly kept secret.

The rising backlog of orders on books of the U. S. aviation industry—it was a measly \$186,000,000 in 1938—has moved past \$6,000,000,000. About \$1,000,000,000 of these orders is on the books of Curtiss-Wright Corp. Biggest U. S. aviation manufacturer, Curtiss-Wright is one of six companies which among them have a third of all defense business. It stands fourth among all defense manufacturers in orders received.

Curtiss-Wright makes planes, engines, propellers. To the Army it sends P-40 fighters, O-52 observation planes, C-46 transports, AT-9 trainers. To the Navy go its SB2C-1, world's fastest dive bomber, its SO3C-1 scout plane, its SNC-1 trainer. Its planes fly for Britain, China, probably Russia. Its engines and propellers are used by most big U. S. plane manufacturers.

The map at left shows Curtiss-Wright's expanding empire which is run by an oldtime auto racer named Guy W. Vaughan. In two years Curtiss-Wright has jumped its number of plants from four to 15, its factory space from 1,700,000 sq. ft. to 11,000,000 sq. ft., its personnel from 7,000 to 50,000. Its production of P-40 fighters was up to ten a day last spring, is over that now. Engine output has jumped from 200,000 h. p. a month to more than 1,700,000 h. p. a month. Propeller production has multiplied six times.

The color pictures on the following pages show the P-40 production line in Plant One at Buffalo. This is the nearest thing in the U. S. to mass production of planes. Backbone of the present U. S. fighter force, the P-40 has been sent by the hundreds to Britain and the Eastern Mediterranean. It has vastly pleased the British by its performance in the African air. Not long ago a patrol of nine P-40's lit into 20 Ju-88 bombers and ten Me-109 fighters, shot down eight Ju-88's and three Me-109's, lost only three P-40's.



The blueprint is the beginning of an airplane. Factory Manager P. N. Jansen, Vice President B. S. Wright, Sales Head W. J. Crosswell check engine installation plan with installation in a P-40D.

Wing spars of aluminum alloy, punched with holes for greater lightness, are put together in jigs (foreground, below) and then stacked up, waiting to be installed in the leading edge of a P-40.



The wing panels are finished by careful workmen. The big round hole at left is place where retractable landing-gear wheel fits. The square holes on leading edge are for machine guns.



The fuselage is built on steel jigs which can be pushed along the line. Most equipment is installed before final assembly. Here windshield is mounted, but not plastic rear vision panels.



The tail surfaces are attached to the fuselage in final assembly. This tail group—vertical fin, rudder, horizontal fin, stabilizer and elevator—are known collectively as the empennage.

Curtiss-Wright



In the final assembly department, mass production really begins to look like something. Here there are often as many

as 200 P-40 fuselages lined up in rows of 10, each of them mounted for its own own arrangement. The engine and its controls

are assembled last. Many of the fuselages are in the final assembly department where they are assembled.



Fuselage and wings finally come together. In good weather this space-filling job is done outside the plant. The P-40 in back is ready to take off and fly to the Buffalo airport for testing.



The test pilots finish the P-40. Each airplane must be flown at least an hour before it can be used. Here are five of Curtiss-Wright's nine test pilots. In the center is Chief Pilot, Capt. Fred C. Caldwell.



In the Curtiss propeller plant at Clifton, N. J. the big blades are stacked up near end of the assembly line. Some of the three-

bladed propellers will be shipped up to Buffalo and installed in P-40's. The four-bladed propellers are to go down to Buff-

more for the fast new Martin B-26 medium bombers. Curtiss makes some propellers of aluminum alloy, more of hollow steel

ITS AIRPLANES HAVE TO GET BETTER AND BETTER

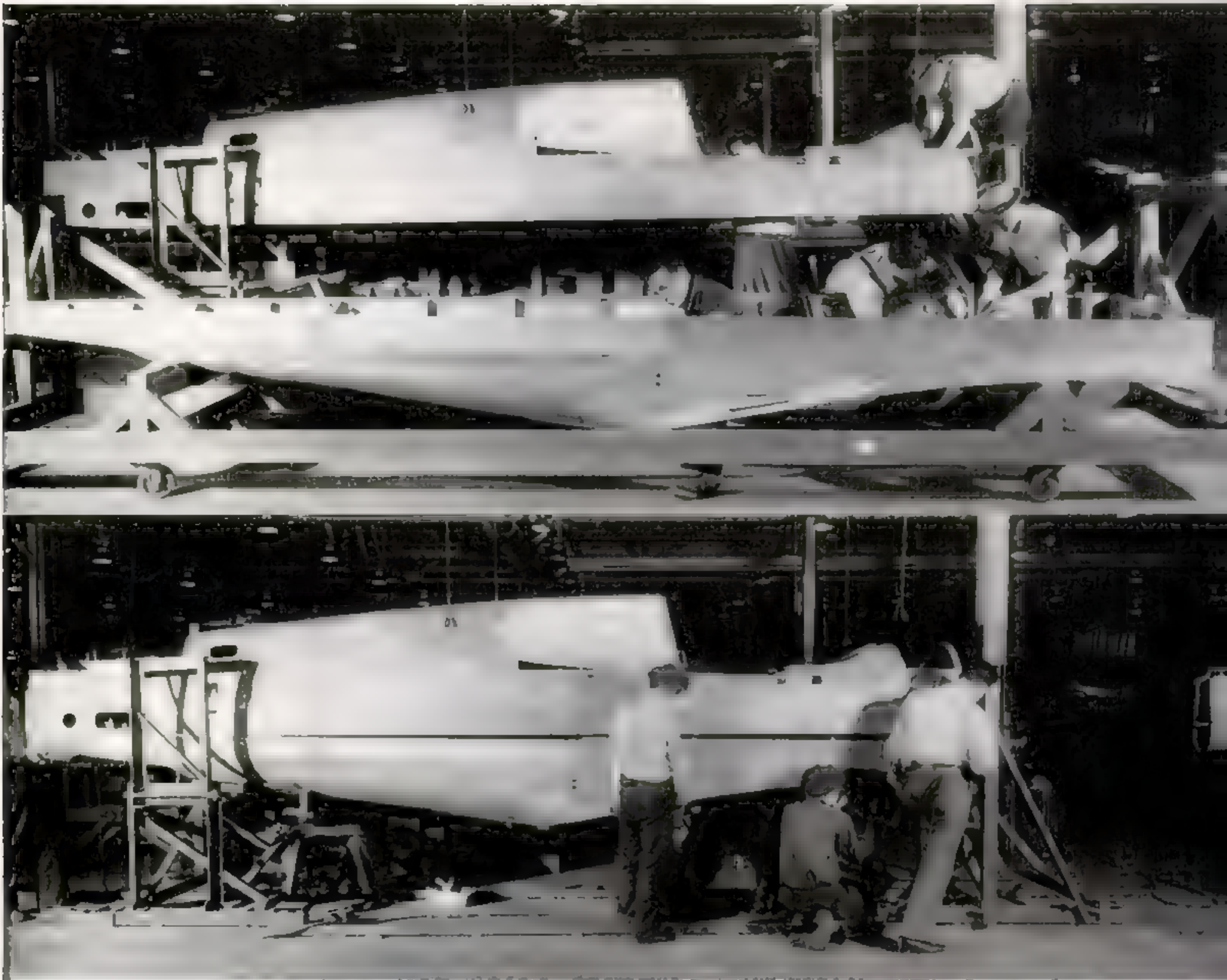
An airplane is never good enough. All the time Curtiss-Wright was setting up its assembly lines and going through the torture of achieving quantity production on P-40's, it was fussing endlessly over the plane. So far there have been five versions of the P-40. The latest one is the P-40E which the British, who are fond of giving fancy names to airplanes, call the Kittyhawk. The P-40E is very different from the original P-40. It is slimmer, cleaner and perhaps 50 m. p. h. faster, reaching speeds of over 360 m. p. h. It carries six .50-cal. machine guns. The original P-40 carried only two .50 and two .30-cal. guns. Just recently Curtiss-Wright turned over to the Army the first test models of a sixth P-40, the P-40F which, instead of an Allison engine, uses a Rolls-Royce engine, now being produced by Packard in Detroit.

The advantage of gradually modifying a good basic plane is that changes can be made without seriously disrupting quantity production. Curtiss-Wright's big job has been to keep turning out a good airplane as fast as possible, while more powerful ships were being reached. Now that other manufacturers are really beginning to supplement Curtiss-Wright's production, Curtiss-Wright is giving more attention to its new XP-46. A slick lean fighter, the XP-46 will use a more powerful Allison engine, will fly more than 400 m. p. h. Above all, it will be enough like the P-40 so that the transition from P-40 to P-46 will not be too hard for Curtiss-Wright's tough assembly line to make.

For new planes, Curtiss-Wright must think of new engines, new propellers. At right of picture (above) the new four-bladed propeller is seen in production. As airplane engines grow more powerful, airplane propellers must be given more surface area. Because there is a practical limit to the propeller length, the added area is best obtained by increasing the number of blades. Experimental six-bladed propellers are already whirling away in the laboratories.



In a secret corner of the Buffalo plant, Curtiss-Wright builds its new models. Visitors are carefully kept away but here the camera peeps in, shows one of the many variations of the P-40.



The two halves of a P-40 fuselage are fitted together in this operation. The lower and upper halves are built separately

in long sections elsewhere. The overall structure is joined in this manner. The two halves are riveted together. From

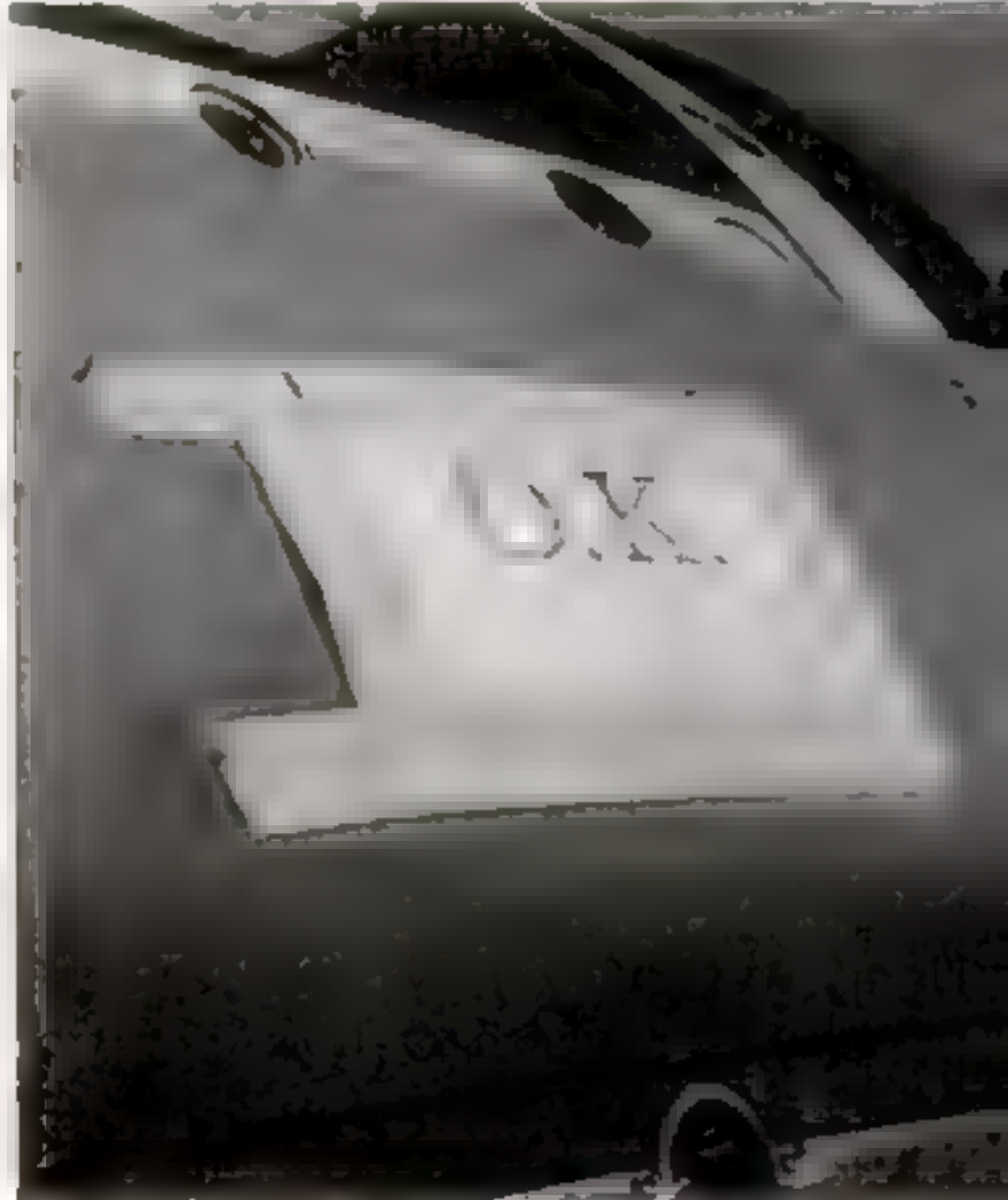
this point on, the work is done in the assembly line. The work is done in the assembly line. The work is done in the assembly line.



Machine guns are installed in the leading edge of the wing. These are .30-cal Brownings. Newest P-40's carry heavier guns.



The Army pries into everything that is made at the plant and lets nothing go uninspected. Here the air scoop is gone over.



The "O. K." sign is pasted on P-40's to show they are ready when the Army is finally satisfied with the work done.



The flow of materials is managed by overhead cranes, by dollies and, most simply, by men carrying things around. This one is rushing elevator frames to be covered.

CONTINUED ON NEXT PAGE



Famous Air Line Mascot Flies 45,000 Miles in Five Years

Rusty has probably flown more miles in a commercial air liner than any other dog.

"Rusty has been company mascot at United Air Lines airports in Omaha, Cleveland, and Des Moines," says Ben Spaulding, traffic manager and Rusty's owner. "She has been raised almost exclusively on Red Heart Dog Food, which she enjoys very much. She is keen, alert, and bounding with red-blooded energy!"

Red Heart helps stimulate the development of red, full-hemoglobin blood. Furnishes abundant supplies of Anti-infective Vitamin A, Anti-

neuritic Vitamin B₁, Sunshine Vitamin D, Growth Vitamin G. Helps dogs grow normally, resist disease, keep glossy coats, develop sound teeth and bones, produce healthy litters, live a full life span.

Feed your dog Red Heart's 3 delicious flavors—beef, fish, and cheese—in rotation. Red Heart, America's No. 1 Favorite*, is made in federally inspected plants from clean, wholesome, top-quality ingredients... INCLUDING NOURISHING, HEALTH-PROMOTING LIVER, an excellent source of essential vitamins, proteins, phosphorus, iron and copper.

Red Heart Dog Biscuits Provide Solid Nourishment

Help protect your dog's teeth and gums. Made of 24 vital ingredients. Contain all essential vitamins and minerals. Obtainable heart-shaped or kibble. Economical! Feed with canned Red Heart daily.

JOHN MORRELL & CO., General Offices, Ottumwa, Iowa



*A word-of-mouth survey conducted by the National Dog Week Committee, based on the results of a survey of dog owners in the United States.

THE 3-FLAVOR DOG FOOD
FEED IN ROTATION

Treat your dog to the best during NATIONAL DOG WEEK, September 21-27

OH, YEAH? COULD BE CAN DO

THE FIRST TIME somebody told me that Macmillan RING-FREE Motor Oil would remove carbon from my engine, I just said to myself:

"Oh, yeah?"

Then more and more of my friends kept telling me that it had cleansed the carbon out of their motors and pretty soon I was saying to myself:

"Could be."

And then I tried it myself. I saw my first fill come out black and I noticed that each fill after that was less and less discolored, because RING-FREE was keeping me on top of the formation of carbon. And then I said to myself:

"Can do."

Maybe you are still at the "Oh, yeah?" stage or perhaps you've gone as far as "Could be."

Well, mister, if you'll actually try Macmillan RING-FREE yourself in your own car, you'll join the rest of us who know that when it comes to removing carbon, RING-FREE CAN DO!

How can it?

Because a solvent is retained in the oil when it is refined by the Macmillan exclusive, patented process.

That solvent dissolves the binder, as chemists call it, holding carbon to the metal parts of your engine. Then the carbon particles are floated away and are carried

away when the crankcase is drained at the time you get your next fill of RING-FREE.

As you continue to use RING-FREE your motor is continuously cleansed of carbon.

In the operation of an automobile, partially burned fuels and oils are bound to create carbon. But you are not bound to let it get ahead of you until it has to be cracked out.

RING-FREE turns the tide in your favor. It cleanses your engine as it lubricates. It keeps you on top of carbon.

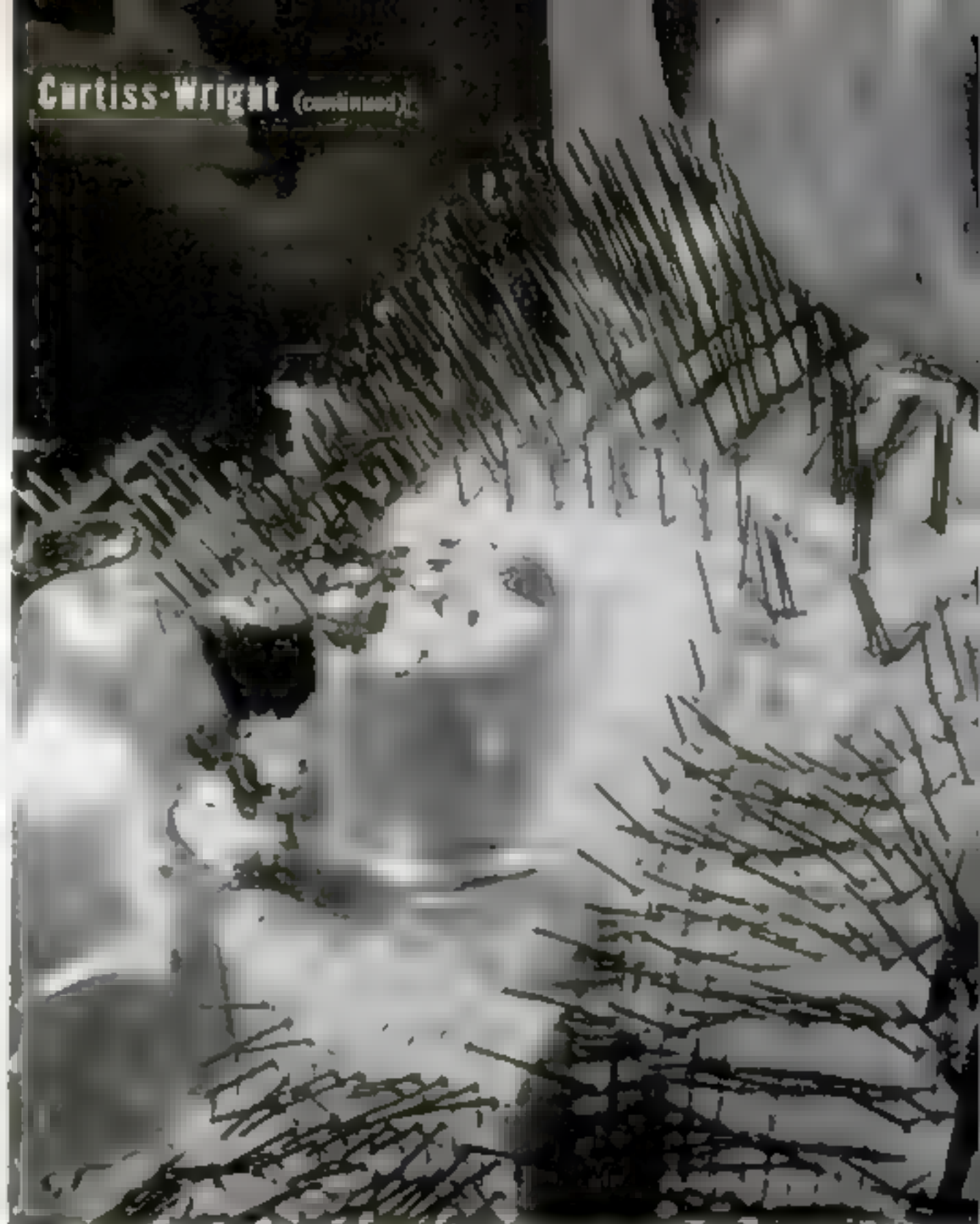
RING-FREE CAN DO!

**MACMILLAN
RING-FREE
MOTOR OIL**

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Reg. U.S. Pat. & Tm. Off.

Try it at OUR risk! Macmillan RING-FREE Motor Oil is guaranteed to remove carbon, cleanse your motor, save gasoline, reduce wear and repairs. It makes your motor run smoother, reduces friction by thorough lubrication and adds pep and zip. Try a fill and if you are not satisfied that RING-FREE is doing these things, your money will be refunded by your dealer immediately.

MACMILLAN PETROLEUM CORP
510 W. Sixth Street, Los Angeles, Calif



Cylinder heads are cast in sand which is first shaped into precise molds. Here the sand pattern over which the head is cast has been lightly covered with sand. An

ITS ENGINES GROW

The engines which the Wright division of Curtiss-Wright turns out are all the radial air-cooled type. They range from 235 h. p. (for Navy trainers) to 2,000 h. p. (for the huge B-10, world's biggest bomber). Its 400-h. p. engine is used by the Army to drive the new M3 medium tanks which, like airplanes, need compact, powerful engines.

Back of Wright's production is the 200-h. p. Cyclone 9's (nine cylinders) which go into Boeing Flying Fortresses, and 1,700-h. p. Cyclone 14's, which go into the new Curtiss dive bomber. The pictures here show

Sand is tamped tightly over the sand form after the wire mesh (see top picture) has been inserted. Form is made of a wooden box which foundrymen call "flask."





adroit workman is inserting wire rods into the sand to reinforce the thin walls of the cylinder head fins. Walls show clearly in the pictures at the bottom of page.

BIGGER AND BIGGER

Cyclone 14-cylinder heads being cast in the new Cincinnati plant, biggest airplane engine plant in the U. S. Barely started on the 2,000-h. p. Cyclone 18's, Wright is already preparing to make even bigger engines. Only a comparatively small proportion of Wright's engines go into Curtiss-Wright planes and not all Curtiss-Wright planes use Wright engines. Curtiss-Wright's O-72 observation plane is powered by an air-cooled engine made by Wright's big competitor, Pratt & Whitney, and the P-40 is powered by General Motors' liquid-cooled Allison.

The finished mold comes out precise and pretty after "flask" is turned upside down and the pattern is lifted out. To make a complete mold takes about 90 minutes.



CONTINUED ON NEXT PAGE

LISTEN YOU TWO— *BE SENSIBLE!*



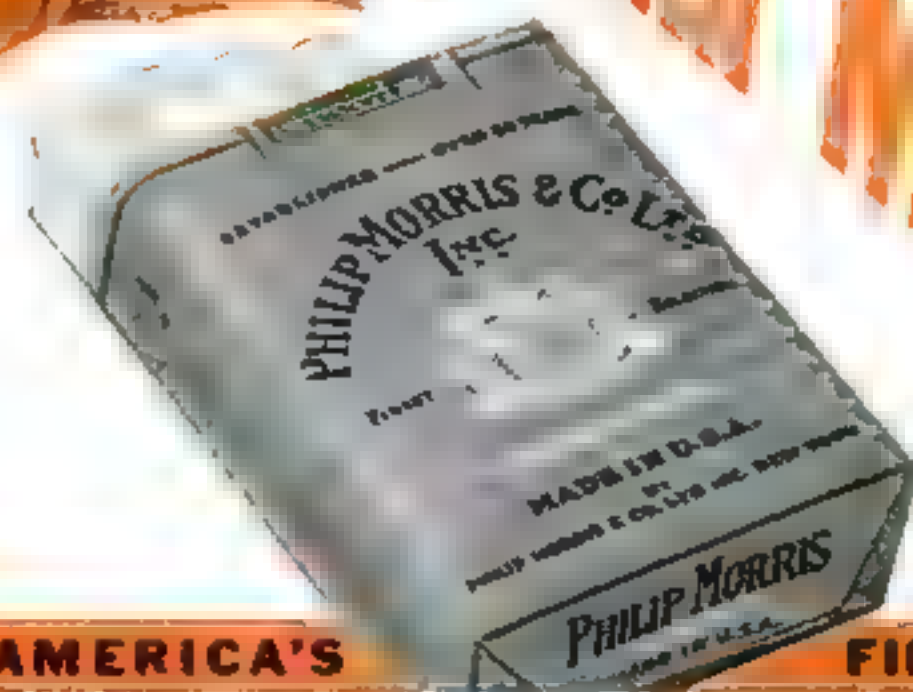
TAKE this to heart! When you inhale—and *all smokers do, some* of the time—there's increased chance of irritation. So, be guided by the findings of eminent doctors. They discovered:

On comparing—the irritant quality in the smoke of the four other leading brands was found to average more than three times that of the strikingly contrasted Philip Morris . . . and the irritation lasts more than five times as long!



PHILIP MORRIS brings you the delightful flavor and aroma of the world's finest tobaccos—with never a worry about throat irritation. So, be smart! Be sensible! Join the millions who . . .

CALL FOR PHILIP MORRIS



AMERICA'S

FINEST CIGARETTE

Held in High Esteem
I.W. HARPER
The Gold Medal Whiskey



In the big engine foundry, largest factory in U.S., needed for many purposes, hundreds of large tanks for the production of large engines for the Navy, United States Army, and other government agencies.

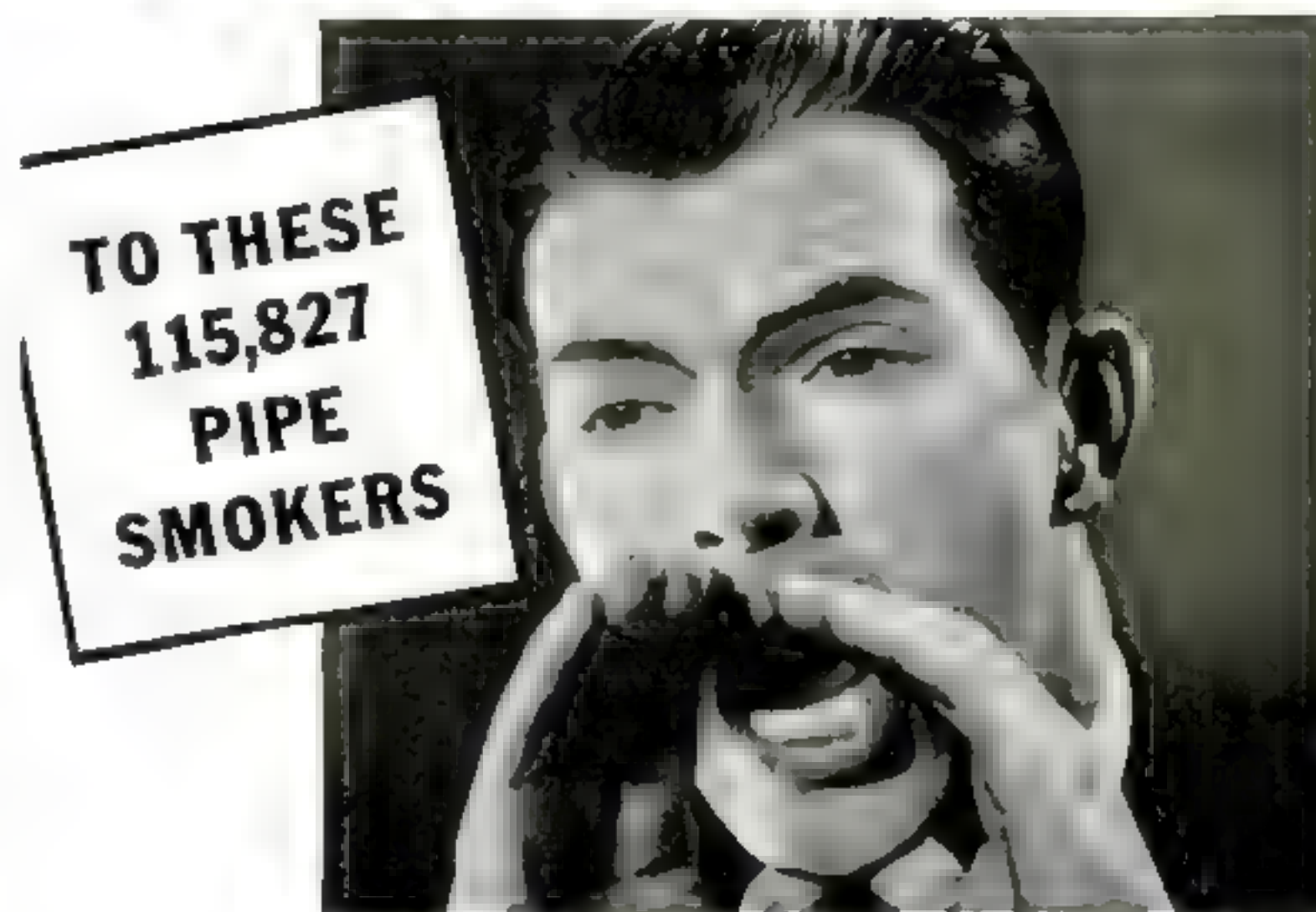




off, the molds are rolled out into room, the hardened heads broken out of sand in 58 minutes. Sand drops through the floor grates, is recovered for future use. Below: the cylinder heads taken from their molds are having rough surfaces smoothed off.



WARNING!



TO THESE
115,827
PIPE
SMOKERS

WATCH

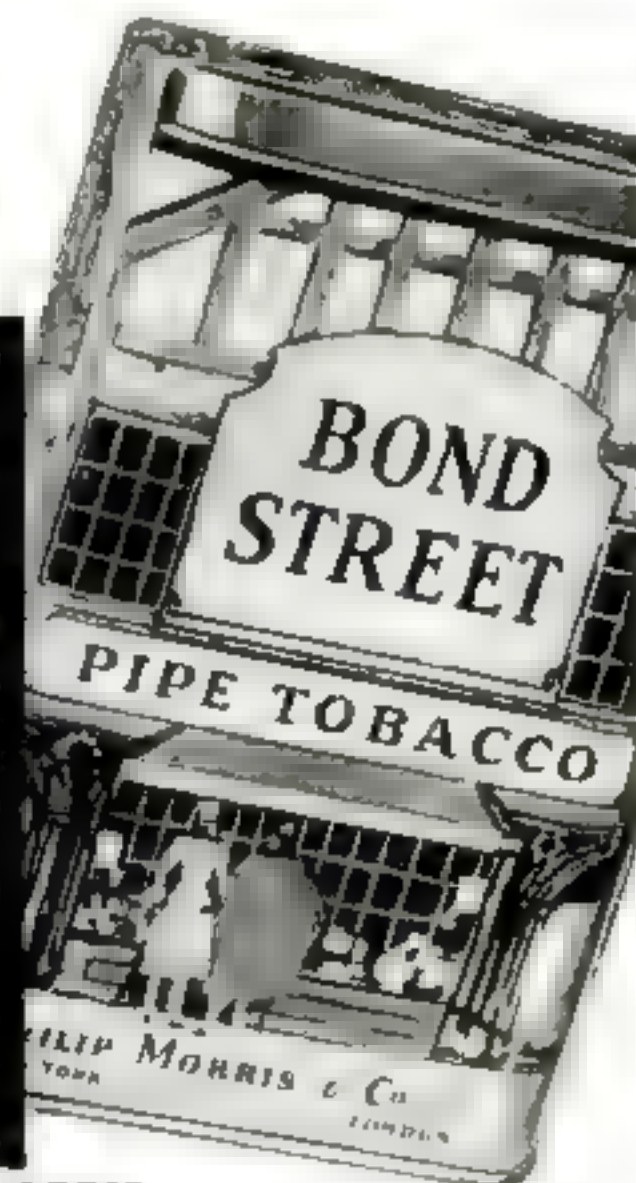
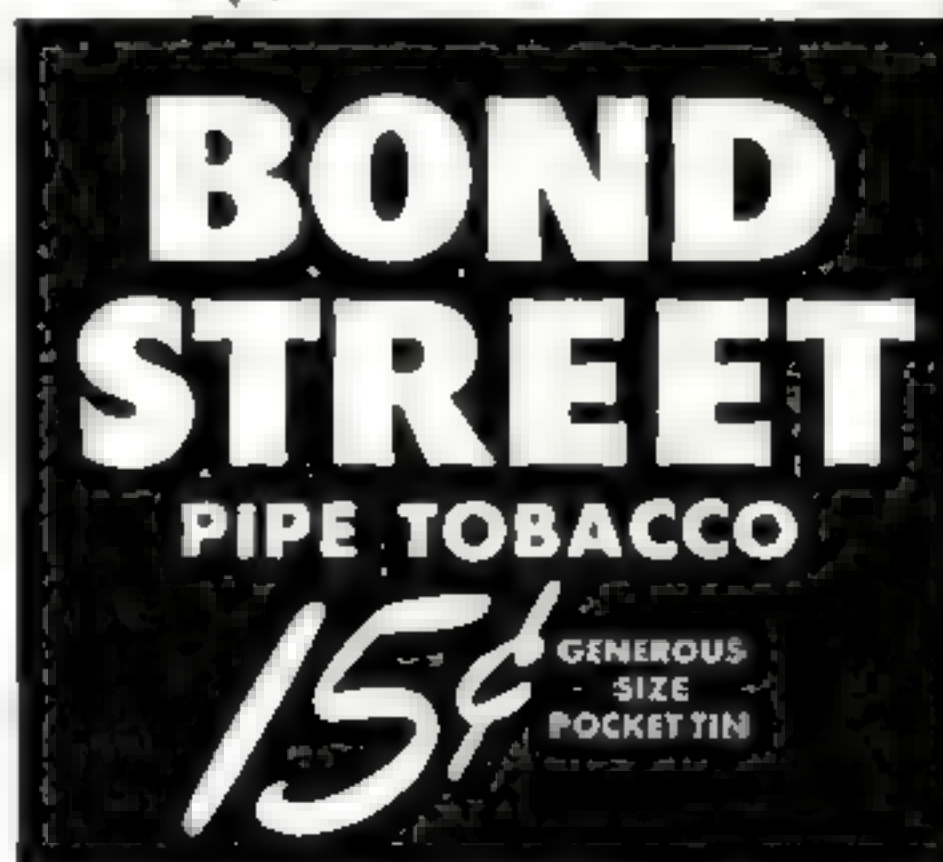
the enjoyment of men who now smoke
this different truly aromatic tobacco

WHEN it comes to real pipe smoking pleasure, they've got something . . . in **BOND STREET**! Notice its delightful fragrance—truly aromatic—and the way it leaves no stale tobacco odors in the room. (Even the ladies approve!)

BOND STREET contains a rare aromatic tobacco never before used in any popular priced mixture. And—it doesn't lose its flavor.

Experience shows a high percentage of every thousand smokers won't smoke anything else once they enjoy its clean, rich flavor—bite-free as a custom blend! Which means—among readers of this magazine—there are 115,827 pipe smokers who *still* have this exciting discovery to make.

Buy a tin today. You may be one of the 115,827!



A product of **PHILIP MORRIS**



Why Quick

**— WHEN EXPERTS SPECIFY
AUTO-LITE BATTERIES !**

**Here's How To Get
Power, Dependability,
Longer Battery Life**



Ocean-spanning clippers use Auto-Lite Batteries in an exacting service that has established the world's greatest transportation record.



1 out of every 3 car makers specifies Auto-Lite Batteries as standard equipment after exhaustive tests by the industry's top-ranking engineers.



**ONLY AUTO-LITE BATTERIES
GIVE YOU ALL THESE FEATURES**
 • Battery engineered for your car • Built by world's largest independent manufacturer of automotive electrical equipment. • Packed with power of Activite.
 • Specified by one out of every three car makers.
NOW PRICED WITH THE LOWEST!

**AUTO-LITE
BATTERIES**

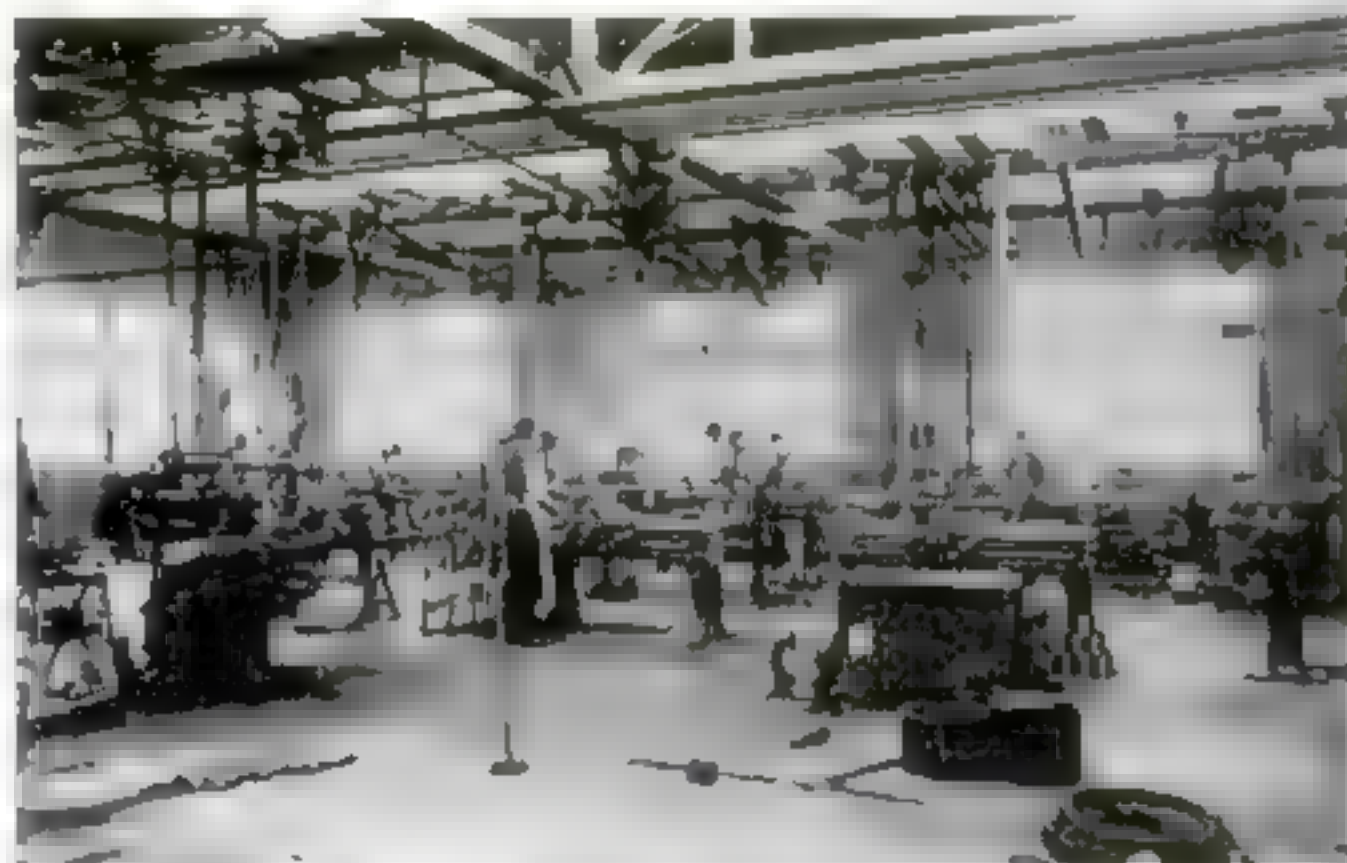
Curtiss-Wright (continued)

IT PIONEERED IN PLANES

In 1909, six years after Wilbur Wright stood on the sands of Kitty Hawk and watched Orville Wright make his historic first airplane flight, the Wright brothers formed the Wright Company. Years later they opened the first real aircraft factory in the U. S. It was a long, low building in Dayton, Ohio, where both airplanes and engines were made. After Wilbur's death, Orville sold out and the company merged with Glenn Martin in 1916. A few years later Wright-Martin dissolved and Wright Aeronautical was formed to make engines. Meanwhile another plane pioneer Glenn Curtiss, had been building planes with the backing of Alexander Graham Bell. He formed an aircraft company which became the country's biggest plane producer during World War I. In the summer of 1929, the rosy-eyed men of Wall Street merged Curtiss with Wright



FIRST WRIGHT FACTORY IN DAYTON WAS CALLED A "\$1,000,000 PLANT"



PLANT WAS SPACIOUS, WELL LAID-OUT, USED THE MOST MODERN MACHINERY



THE EARLY WRIGHT PLANES WERE SOLD TO THE U. S. ARMY SIGNAL CORPS



MOST FAMOUS CURTISS PLANE WAS THE JN-4D TRAINER, THE "FLYING JENNY"

MaPis



There is an owl who lives in an oak
A wise old owl is he
The truest word he ever spoke
was, "Charm lies in Life Bras Three."

KEEP A BRA WARDROBE
Day Life - Night Life - Sports Life
\$1.25 \$1.75 \$2.50 \$3.50

A maid forlorn did pass that oak
As sad as she could be,
Then she heeded what that wise bird spoke-
Now charming indeed is she!



Life BY *Formfit*

LOOK FOR  THIS LABEL

COLOR REPRINTS OF THIS AD ON REQUEST

MADE BY THE FORMFIT COMPANY - CHICAGO - ILL. 60606

"They Say he's a



Have You Heard the Latest Gossip  about the I



JOE (Driving): Notice anything different about the old bus?... the way she took off when the light turned green?

BILL (Holding hat): I'll say I did... she's really come to life! Someone must have put you wise to that new improved Mobilgas.

JOE (Beaming): How did you guess? I thought you'd say I'd had a motor tune-up. I'm not only getting new pick-up and power—but you'll notice that pain-in-the-neck "ping" is gone!

BILL (Still holding hat): Same with my car. And not only that. I get a

Fast Stepper!"



Flying Red Horse?  ...Listen in on Joe and Bill...

pleasant surprise every time I check my mileage! No wonder these Mobilgas dealers keep busy...they've got the gasoline for all-around performance!

ISN'T THAT THE GASOLINE PERFORMANCE YOU WANT? It's what drivers by the thousands are reporting about today's new improved Mobilgas. For each new tankful is just like the last one—clean, fast-firing, fast-stepping—jam-packed with plenty of pep and power.

Next time, try America's favorite gasoline, Mobilgas—and fill your crankcase with world-famous Mobiloil—at the Flying Red Horse Sign.

SOCOBY VACUUM OIL COMPANY, INC., and affiliates. Magnolia Petroleum Company—General Petroleum Corporation of California



THE EAGLE GROWS NEW PINIONS

IN DEFENSE OF THE "AMERICAN WAY"



DAY BY DAY America is growing in strength. Within a measurable space of time, now, it will have the protection of fully modernized, armed forces. But, in the building of those armed forces, there is one factor which deserves immediate consideration; it is *transportation*.

Freight Cars—the vital factor in our defense program

With the transfer of coastal ships into service elsewhere, the shifted burden of the nation's transportation has fallen on the railroads. This means that the railroads must undertake keeping our growing forces supplied with guns and food and clothes! Also, they must transport the parts and materials industry requires in the production of armaments; and finally they must be prepared to fill these vital assignments without slighting their normal job of moving the commodities essential to civilian life.

Thus, in its present stage, the problem

of building our strength revolves around building enough freight cars. And, fortunately, this country has the facilities, the resources and the strategic sense to carry out that program.

Pullman-Standard plants are keeping pace in their part of the Program toward producing the necessary thousands of freight cars of all types.

Already, in Pullman-Standard's plants, in answer to the call for speeding up freight-car production, *one complete car is being turned out every 4½ minutes of each working day.* And that is not the limit of Pullman-Standard's effort, for its production lines are being further keyed up to increase the present high rate of output . . . by reducing the blackout through multiple-shift opera-

tion, seconded by added facilities and further standardization of car design . . . larger orders resulting in longer runs . . . a continuous flow of all materials . . . and the co-operation on the part of all suppliers of raw materials and finished parts.

Pullman-Standard is able to make this telling contribution because it has 82 years of fruitful experience . . . extensive and capable research, engineering and production staffs . . . expert metallurgists . . . millions of man- and machine-hours . . . and, as a quickening spark, the loyal determination on the part of every worker to do his share toward giving our country a transportation system sufficient to the Emergency.

★ ★ ★

In addition to railroad and transit equipment, Pullman-Standard is making a further vital contribution to our defense program by manufacturing Tanks, Trench mortars, Gun carriages, Shells and Airplane wings.

PULLMAN-STANDARD CAR MANUFACTURING COMPANY
CHICAGO • ILLINOIS



Doris Blake in her office at the New York Daily News ponders the cure for still another of her thousands of bleeding hearts. Be-

hind her are blown-up covers of some of the pungent pamphlets which preach the simple virtues, advise women to stay home.

LADY OF SORROWS

DORIS BLAKE ADVISES THE LOVELORN

by OLIVER JENSEN

At any given moment it is axiomatic that a certain percentage of the population is either under-loved or over-loved or not loved at all. Of these bleeding hearts, some few keep their own counsel, more bore their friends and a grand total of 200,000 a year pour out their troubles by mail to Miss Doris Blake, lovelorn columnist of the tabloid New York Daily News, largest newspaper in America. Through a syndicate of 45 newspapers, Miss Blake, who was unhappily married herself, is magnified from a purely local to a national psychological phenomenon. Every day her columns of advice and specific "Love Answers" reach an audience of more than 10,000,000 "Troubleds," "Bewildereds," "Lonelys," "Worrieds" and other damp-eyed victims of man's inhumanity to woman—and, occasionally, vice versa.

Beneath a calm exterior, America, as lovelorn column readers know, seethes with passion. It wants to know if it should get a divorce, a henna rinse or a new boy friend. It wants to know if it should marry a man with red hair, how to attract more than the mere professional interest of a good-looking dentist, whether it should have dates at 14, whether it would be all right to kiss its boy friend's best friend. Moved by the same impulse that makes men confide their innermost troubles to bartenders, it seeks the advice of strangers. It wants to be told that the inevitable is O.K., and that if Freddie married another girl, Freddie was a heel anyway.

Miss Blake's mail is hardly reticent. Most of it is as brief and pungent as this:

"Dear Doris Blake: I am 17 and never had a boy friend and never was kissed. What do you think of that? Disappointed."

["Disappointed" is advised to send a stamped, addressed envelope for Miss Blake's handy pamphlet, *Getting and Keeping Boys Interested*.]

"Dear Miss Blake: He used to kiss me whenever an opportunity presented itself. Now when he has the chance, he resists me. I love him. Perplexed."

[Miss Blake coldly points out that "You lost him by too many kisses. You'll have to look for a new heart interest. And don't be so free with your kisses the next time."]

"Dear Miss Blake: I am in love with a married man and he tells me that he loves his wife and his kids too. He can't understand himself how he can love the both of us the way he does. Do you think he is kidding me? Edna."

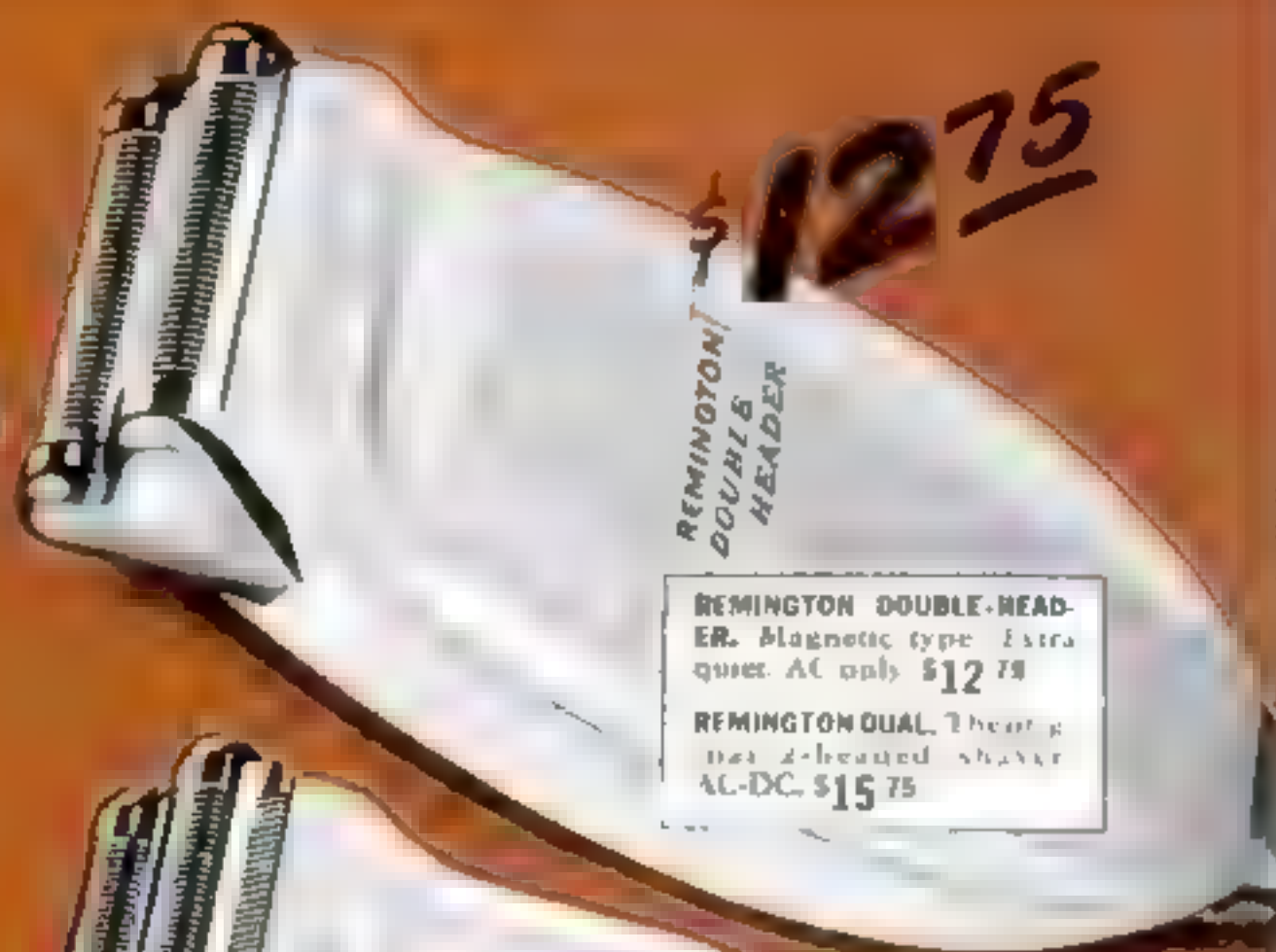
["If you continue to see and believe the polygamous gentleman, you are proving nothing if not that you put a fairly low price on yourself," says Miss Blake. "See if it isn't forbidden fruit that fires your somewhat wobbly imagination. That's what we think ails you, sister."]

Confirmed moviegoers will by now have formed

HEAD-LINE NEWS

REMINGTON NOW OFFERS
YOUR CHOICE OF MULTIPLE
HEAD SHAVERS

2
HEADS



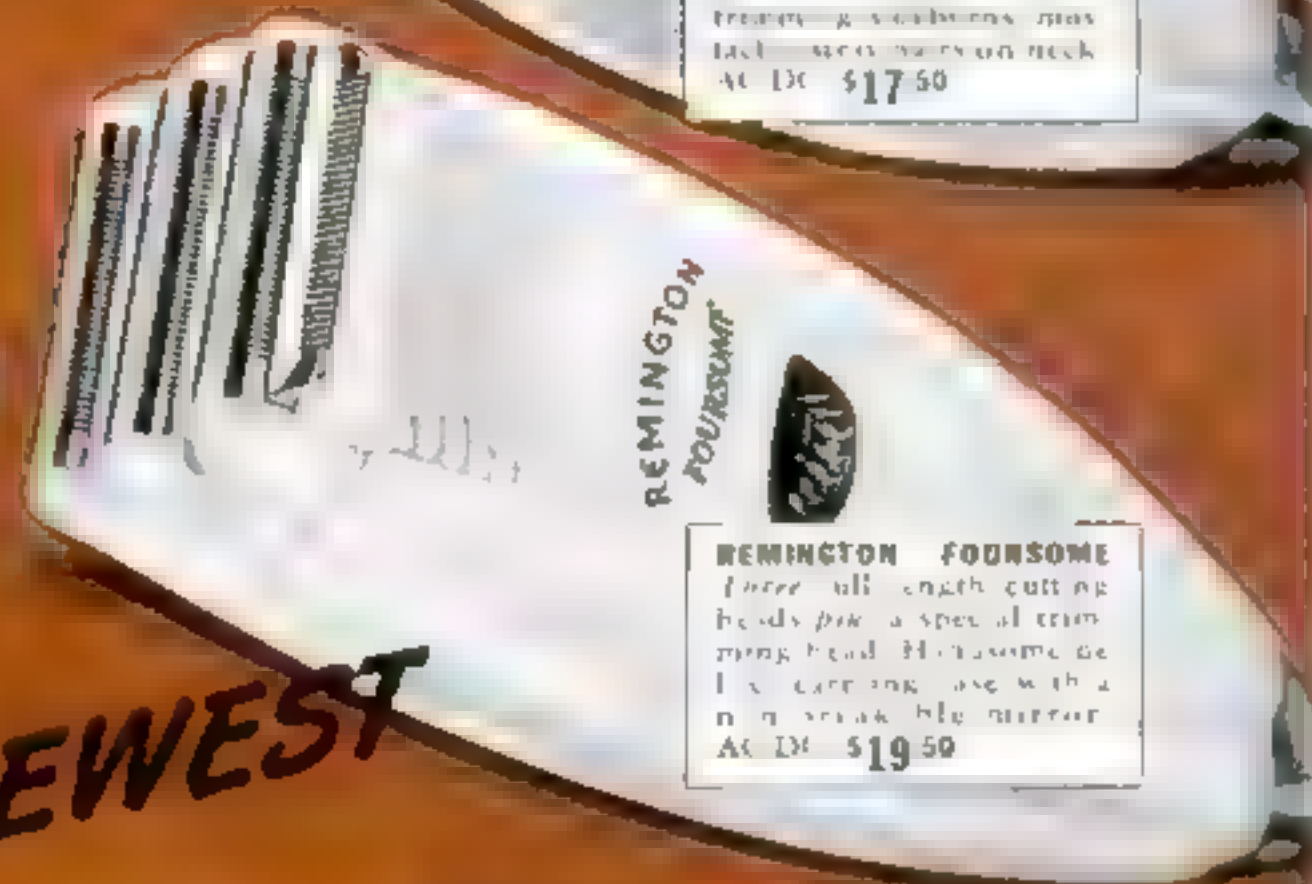
REMINGTON DOUBLE-HEADER
ER. Magnetic type. Extra
quiet. AC only \$12.75
REMINGTON DUAL. Theatrical
type 2-headed shaver
AC-DC \$15.75

3
HEADS



REMINGTON TRIPLE-HEADER
Smashing all sales records!
Famous Remington Dual
plus a special head for
trimming whiskers. Most
fast. Most versatile. Most
AC-DC \$17.50

4
HEADS



REMINGTON FOURSOME
Three full length cutting
heads plus a special trim-
ming head. Most complete
in a carrying case with a
handy breakable mirror.
AC-DC \$19.50

NEWEST

WHEN IT COMES to shaving speed, heads win! That's why Remington shavers don't rely on just one head. They've got two, three and even four heads to give you the shave of your life. Ask your dealer to let you run one over your face just to get an idea of what Remington shaving really means. No more smart, no more burn, no more fuss-and-bother. Just a smooth, simple glide over your face and presto—you're shaved! General Shaver Div. of Remington Rand Inc., Bridgeport, Conn. Service stations at Remington Offices in more than 130 cities.



BARBER SHOP HARMONY. Already more than 16,000 leading barbers—including the Terminal Barber Shops, largest chain in the world—are using and recommending Remington Electric Shavers. And if anybody knows a clean, close shave when he sees one—knows the kind of smooth, comfortable shaves men like—it's a barber!

REMINGTON RAND
FASTEST SHAVING FASTEST SELLING ELECTRIC SHAVERS



Staff of five assistants helps Miss Blake to answer daily flood of 500 or more letters—both love and beauty problems. But her boss still thinks that she works far too hard.

DORIS BLAKE (continued)

their own mental picture of the dispenser of these harsh, uncomfortable words of bleak good sense: It is the stock lovelorn editor of the movies—a hard, cynical, cigar-chewing male with a hat on the back of his head, a sort of Ned Sparks, wowing the boys in the newsroom by reading excerpts from the "heart" letters. In so far as "Doris Blake" is an alias, they are correct, but there the likeness stops dead. Doris Blake is Antoinette Donnelly, a frowsy, gentle, jittery, earnest and overworked Irish-American woman of some years who takes her responsibilities as an adviser of youth quite seriously and believes that woman's place is where she, Antoinette, spends least of her time, i. e., in the home.

Miss Blake's success seems to be due to the fact that, in addition to being tough with her lovesick clientele, she has reduced the complicated love life of the U. S. to a handily tabulated scientific formula, various aspects of which are covered in her set of free pamphlets: *Growing Up*, *For That Winning Personality*, *Getting and Keeping a Boy Interested*, *Why Don't The Girls Fall For You?*, *Why Not Be Popular?*, *Don't Be Lonely*, *Love Quiz*, *The Technique That Wins Men*, *What About Petting?* and *How To Be Happy Though Married*. Practically every problem is covered in one of these booklets, and Miss Blake sends out anywhere from 300 to 500 of them a day.

"You are growing up!"

From the moment that they pick up the first booklet and see "You are growing up! Doesn't that make you tingle with anticipation, importance?" Blake readers are exposed to a set of definite beliefs. Any girl can be popular, if it kills her. Young people should start kissing and petting, because one thing leads to another, although, as *What About Petting?* points out, "Who would rob love of the ecstasy of an embrace?" A lot of boys "quite frankly go in for collecting kisses," Miss Blake notes, advising girls to withhold them "on first dates." When the courtship is well on its way to being established, "a goodnight kiss should suffice for a period." Young people should be disciplined and guided. Newly married couples should never live with in-laws. Women are advised against smoking—although Miss Blake lights one cigaret from the stub of the one before. Girls should not call up boys on the telephone, but they should help them propose. Love at first sight is a phony. Eloping is out, although it is all right to marry over parental opposition.

Blake opinions are as brief and pungent as they are elemental. Often they are summed up in her own peculiar form of headlineese in little nutshells like these: "DARK FUTURE SEEN FOR BACHI LOR TOO SELFISH TO MARRY," "LAD IS TURNED DOWN BECAUSE OF PIMPLES BUT HE CAN YET WIN," "HE'D WED THEN LIVE IN HER HOME, TOTING A BOTTLE WITH HIM," "MISS 17 WOULD QUIT SCHOOL TO WIN GENT OF 27! IN SANER? YES!," "AFTER SIX YEARS, GIRL IS ENTITLED TO KNOW ABOUT TRIP TO ALTAR."

Miss Blake is nothing if not frank with "Wondering," who wants to know what she thinks of a boy who smokes a cigar and kisses her at the same time. "He's a magician," says Doris. "Maggie" complains that her "young man is a terrible drinker, and while he is

ladies—we've set a trap for you



NATURALLY, ladies, since you represent *one-third* of our guests at the Statler Hotels, we are constantly searching for ways to make our rooms especially pleasing to you.

Recently we asked many of you for suggestions, and you came through handsomely. You knew just what kind of rooms you wanted, and now we've given them to you. *Special* rooms that, we feel certain, will intrigue every woman who travels.



When you check in at any of the seven Statler Hotels, you ask for one of our new rooms, *especially designed for women*. When

the bellboy opens the door for you, be prepared for something special: not a frilly, fussy room, but a beautifully furnished and decorated boudoir . . . such as you might expect in a gracious private home.

The colorful draperies, the Venetian blinds, the carpeting, the upholstery fabrics, the modern prints on the walls—leading decorators planned every last detail with *you* in mind. But look! . . .



★ Your first delighted impression is only the beginning. In the closet you'll find special, covered hangers for your clothing—skirt hangers, too. And hat stands!



★ In the dresser drawer you'll find paper shoe bags to help you in packing. On the dresser you'll find an individual packet of facial tissues . . . and needle and thread to catch that run with. If you'd like to borrow an electric iron and portable ironing board, we'll gladly send them to your room.



★ In the bathroom, you'll find a colorful,

figured shower curtain . . . two kinds of soap—bath and complexion . . . and a face cloth. A shower cap will be supplied upon request.



Sounds expensive, doesn't it? But it's all yours at the regular Statler rates! For it's simply another chapter in the exciting, hotel-wide program of new services and unique ideas being carried out in all seven Statler Hotels. A program on which over five million dollars have been spent in the past few years alone. A program that makes it more than ever possible for us to *guarantee* your satisfaction at a Statler.

Next time you get to a Statler city, come in and see that we've done just as much for the ladies as for the thousands of men who told us, in a recent travel survey, that . . .



STATLER OPERATED

	For one	For two
HOTEL PENNSYLVANIA . . .	\$3.50	\$5.00
NEW YORK		
HOTEL WILLIAM PENN . . .	\$3.50	\$5.00
PITTSBURGH		

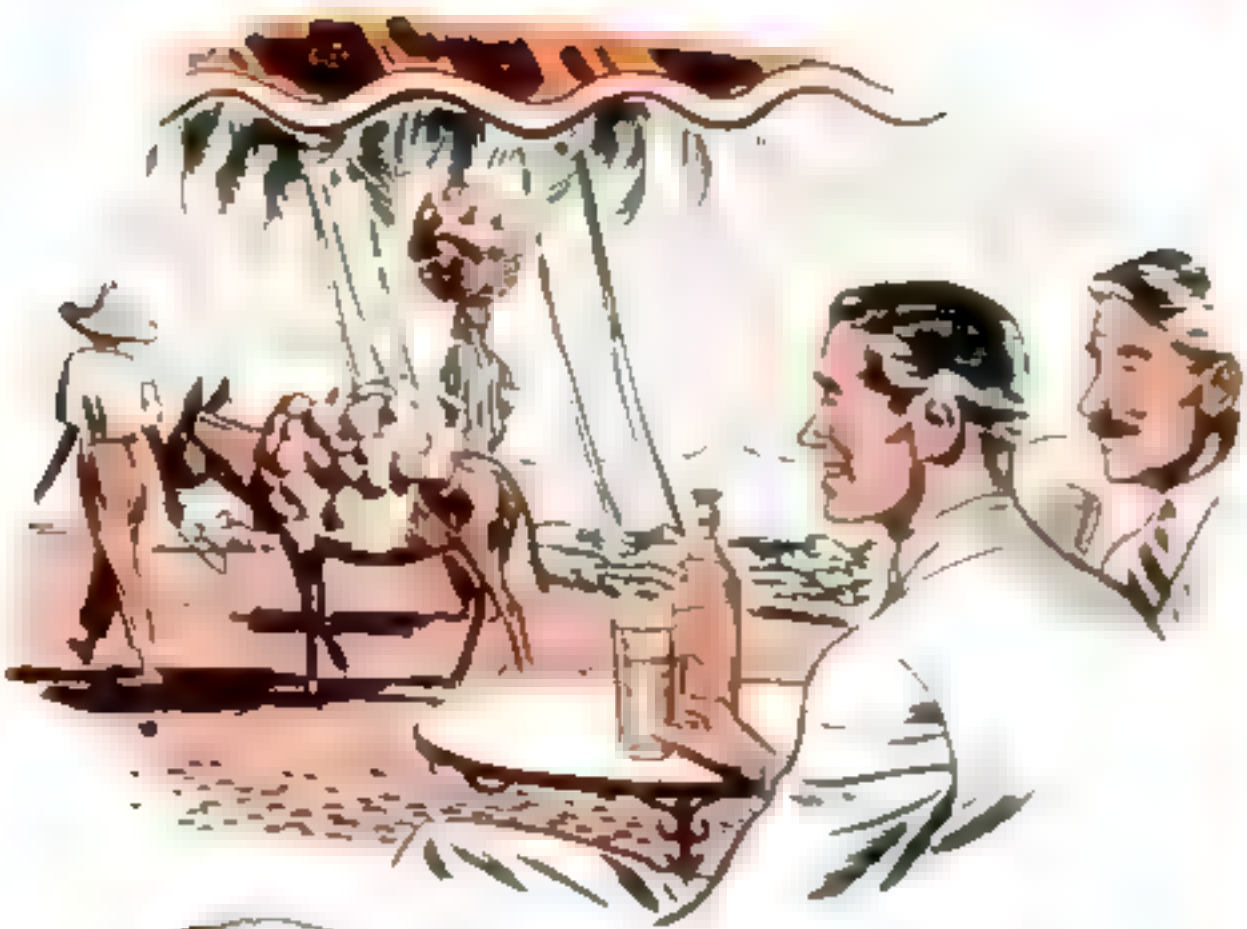
NOTHING OLD-FASHIONED
BUT THE HOSPITALITY

Statler Hotels

HOTELS STATLER IN


	For one	For two
BOSTON	\$3.50	\$5.00
BUFFALO	\$3.00	\$5.00
CLEVELAND	\$3.00	\$4.50
DETROIT	\$3.30	\$4.95
ST. LOUIS	\$2.50	\$4.50
WASHINGTON, D. C. (New Building)		

RATES BEGIN AT PRICES SHOWN



AUTOGRAPHS

To the fellow who walked up
To me in Barbados and said
"Heat got you, Yankee?" Then
ordered me a cool Johnnie
Walker & Soda, tinkling with
ice. A cool moment that
started a warm friendship!
Dick Sheldrick



IT'S SENSIBLE TO STICK WITH
JOHNNIE WALKER
BLENDED SCOTCH WHISKY

BORN 1890 ..
still going strong

Canada Dry Ginger Ale - New York, N.Y.
Sole Importer

DORIS BLAKE (continued)

under the influence of liquor he continually beats me." "You can't be very bright, Maggie," observed Doris. Yet there are questions that stump even the love expert, questions like this:

"Do you think it is nice to keep a diary? I have kept one for two years and there isn't anything in it."

"I am going to have a party and will invite about six. They are Presbyterians, so what should we do?"

"Should you kiss a man with a mustache on the forehead?"

It is on the problem of kissing and petting that Miss Blake is at her most uncompromising, and no changing vogue to popular low moral standards will ever change her.

"Dear Miss Blake," one letter began recently, "I like a fellow who likes to neck. I don't approve of necking. What can I do to get him out of the habit? Puzzled Doty."

Doty gets a booklet which points out, among many methods, that "Conversation is a good way to postpone petting . . . Sometimes a desire for romancing can be met with a jocular attitude. 'Yes, I know you love me, but let's not be demonstrative about it,' or 'I'm in the mood only on Wednesdays at noon; see my secretary for an appointment.' A change of subject, a request for a cigaret—these are all good ruses."

Conceivably, before American manhood is wholly transformed into mousehood, the see-my-secretary gag may become too familiar to be effective, and it is possible to detect even a note of disappointment in Miss Blake's unloved correspondents. One letter, for example, says: "Most boys I have gone out with got 'fresh' sooner or later. I have been going out with one boy for two months. He has not yet gotten 'fresh.' Can I trust him?" Dodging a point-blank answer, Blake replied: "If you continue to court his respect and admiration, the chances are he will try to live up to your fine opinion of him."

Watch those emotions!

The problem of "Worried" is even more unashamed: "My heart is divided between two boys. One night I let one of them kiss me and another night the other because I like them both so well. What should I do if they tell one another?" You can't do anything, says Doris, coldly. Generally, "emotions are not easily controlled" states *What About Petting?*, "especially when one is youthful and full of curiosity. The conscience says 'no,' and should be heed."

Close study of Miss Blake's works reveals that she regards the average male as a big, genial, careless breadwinner with a tendency to go out with the "boys" and not to notice new features in his lady's attire. Consequently Blake advice assumes an occasionally patronizing air toward male intelligence. "Do you avoid showing any hint of boredom?" she asks. "Do you know how to flatter boys and play up to their ego?" Pointing out that it takes more than mere kisses to hold a man, she says, "Men, like children, are tired by many sweets." When he's sick, be all attention and sympathy, because "Men do love attention with their pain." Wallflowers are tipped off by Miss Blake that "Masculine vanity just revels in the spotlight," and that "Men can be trained to all the nice little courtship tricks that delight your heart." If all else fails, she recommends such devices as appending all statements with "Just imagine!" and frequently interjecting, "Oh, how wonderful!"

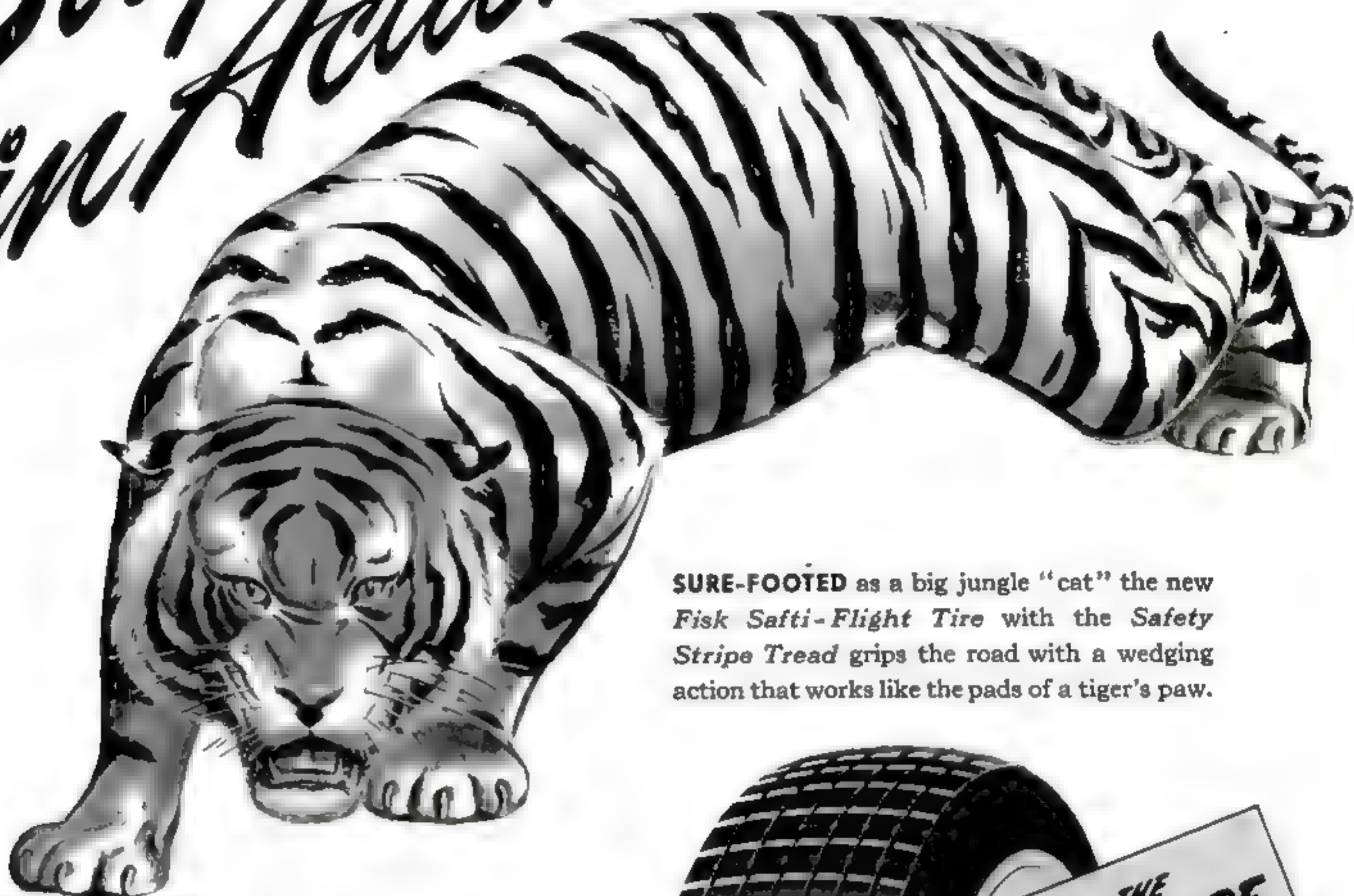
Considering the general status of men in Blake columns as scala-

CONTINUED ON PAGE 29

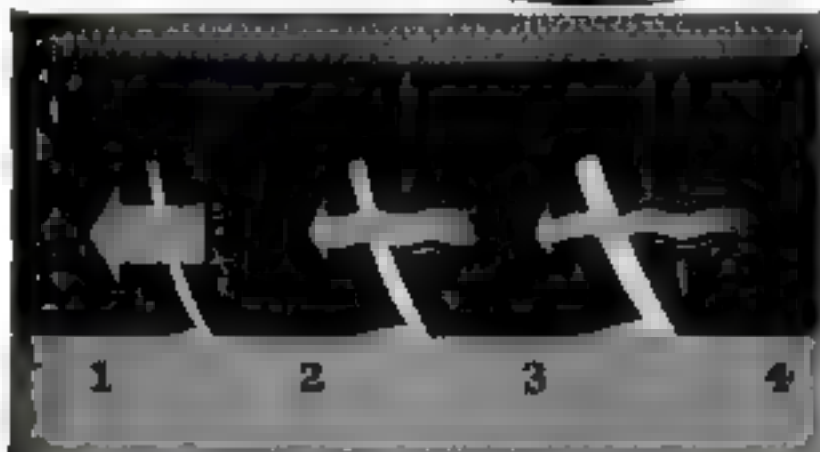


On the radio five times a week, busy Miss Blake tells wives how to hold their husbands, recently gave beauty and fashion advice. She composes script before breakfast.

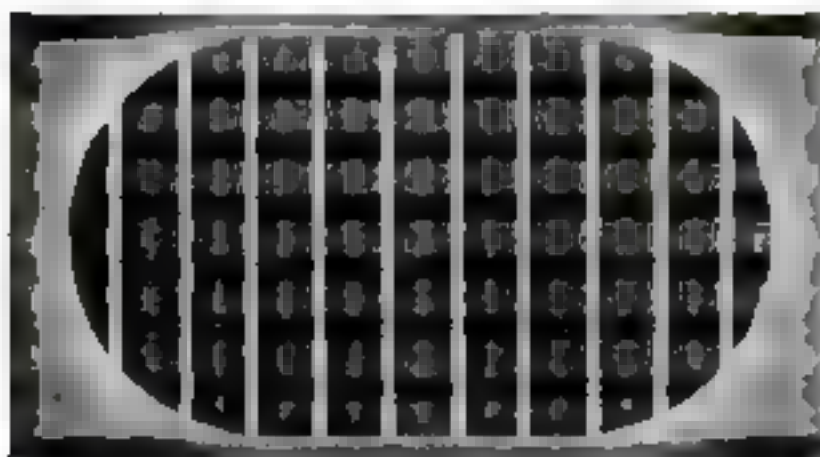
Stripes in Action



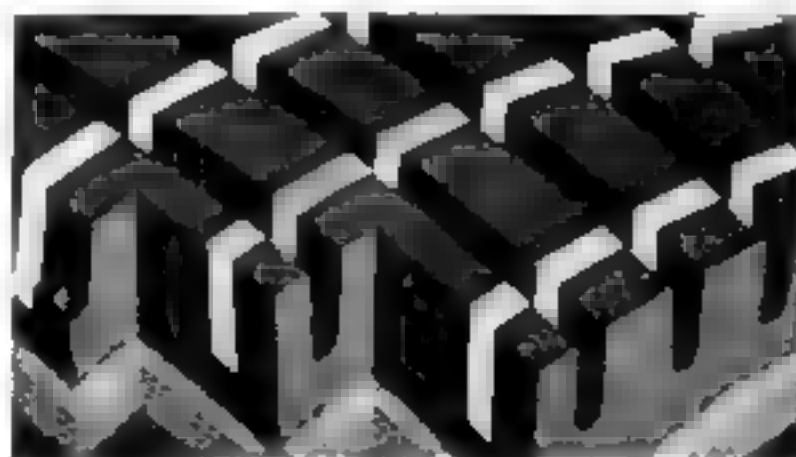
SURE-FOOTED as a big jungle "cat" the new *Fisk Safti-Flight Tire* with the *Safety Stripe Tread* grips the road with a wedging action that works like the pads of a tiger's paw.



STOPPING POWER. The instant brakes are applied block #1 grips pavement; block #2 piles up against block #1 and grips; block #3 jams against block #2 and so on, in a continuous wedging, squeezing, gripping action that stops you quicker! (Note how stripes of soft white cushion rubber, inlaid the full depth of non-skid tread, link the blocks together firmly, yet permit extreme flexibility of movement!)



LONG, SMOOTH RIDE. The *Fisk Safti-Flight Tread* is as silent as a tiger's paw. This new tread puts more rubber on the road, too (see "foot print" above), distributes weight over a larger area to give you thousands of extra miles. Fisk's thicker *under-tread* makes possible effective regrooving after the original tread has worn down—important when you are looking for tires that will last safely for a long, long time.



PROTECTION AGAINST BLOWOUTS. The independent spring action of each tread block, absorbs small road bumps, protects against outside bruises. *Inside* the tire, anti friction cotton cords, safety-sealed in pure latex, resist the high temperatures generated by constant flexing, give greater protection against blowouts! (The Safti-Flight Rayon, at extra cost, runs even cooler, is even less vulnerable to blowouts at high speed!)



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... MANY TIMES A DAY !!

SEALS... With a touch of the finger, Scotch Tape seals gift, lunch and other packages; envelope flaps; mothproof bags and boxes; labels to jars, bottles and shelves.

HOLDS... Scotch Tape holds snapshots in albums; clippings in scrapbooks; coins to letters; window signs and posters; bulletins and notices, windings to golf clubs.

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Use Scotch Tape in home or office to do daily tasks the easy, modern way. Discover how it saves time and trouble—mending, sealing and holding.

Just a touch of the finger seals Scotch Tape tightly—no water required. Made of "Cellophane," it's transparent as glass.

At Stationery, Drug, Hardware, Department, and 5 & 10c Stores.



SCOTCH Cellulose TAPE

SEALS WITHOUT WATER • TRANSPARENT AS GLASS

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"DEAR MISS BLAKE: SHALL I LEAVE HOME?" HMM—THIS LOOKS LIKE DYNAMITE

DORIS BLAKE (continued)

wags or dupes, it is a surprising phenomenon that in the last three years her masculine correspondents have climbed to 25% of her total. Some of their letters merely confirm Miss Blake's worst suspicions. "Worried Gene," for instance, wants to know: "Should I tell her I was married and have a daughter 14 years old?" ["You should certainly enlighten her as to your status," replies Doris sternly.]

A great portion of the male correspondents, however, are motivated by one great urge: escape. "Bill F." writes, "I'm going with a girl who acts too serious. I am 19. How can I make her less serious?" ["Don't take up too much of her time."] There is "Waiting:" "I am 14, I seem to be very attractive to girls, but I can't seem to get interested in kissing games." ["Good for you," exclaims Doris, "Help stem the tide."]

Are you a fast worker?

Miss Blake is flattered that men as well as women seek her advice and has come to accept her position as a strategist for both sides in the war between the sexes. She is sending out increased numbers of her somewhat insulting pamphlet, *Why Don't The Girls Fall For You?* "Is it because," she asks, "you think you have to kiss every girl with whom you go? You address girls vulgarly with 'Hey kid,' 'Hey toots,' 'Hey babe?' You never think to send flowers or candy? You say to girls you think women are all alike? You're known as a 'fast worker?' You offer no explanation for 'breaking off' with a girl? You make it plain that when you marry you expect to be the boss? You're too dominating and never admit you're wrong?"

After years of reading her daily quota of despair, Miss Blake has broken down her correspondents mathematically into 50% married, 50% unmarried. Most of the former who are over 30 have serious marital problems. Generally, they receive practical advice which, Doris points out in self-deprecation, is only "plain common sense." When faced with the direct question: "Should I leave home?" or "Should I get a divorce?" she side-steps, on the ground that she never knows all the factors or both sides of a case. All this is in keeping with sound lovelorn practice as usually observed by Dorothy Dix, Beatrice Fairfax and other U. S. heart columnists. There is, however, one important issue on which Doris breaks with the Dix tradition: Should I marry the rich older man or the poor young lover? Practical Miss Dix recommends the plush oldster, but the even more practical Miss Blake holds out romantically for the young fellow. The old man might lose his money, she says.

Like a bald-headed barber proffering hair tonic, Miss Blake suggests that women should forego careers for their natural functions: keeping house and having children. If a married couple both work, the man should be allowed to pay all the household expenses. Miss Blake also believes that if women did more of their own housework, they wouldn't be so restless. "When my girl was sick," she said, "I did all my own cleaning and cooking for six weeks. I felt much more creative and useful than after a hard day's work at the office."

Miss Blake advises women to be good listeners, not to "slump" after marriage, not to spread scandal, not to turn polite conversation into debate, not to tell hard-luck stories. Her letters show that popularity is evidently women's most pressing problem. For example, "June" writes. "Every time I have made friends with anybody it has only lasted about two or three days. Nothing works. Can you help me?" Doris sends her *Why Not Be Popular?* Opening her stamped, addressed envelope, June is counseled to "Establish some common interest with everyone you meet. Compliment liberally if you can do so conscientiously. If you can't, tell a few white lies." If that doesn't work, "Join a club. Plan group entertainments at your home."

As well as avid clubwomen, Blake readers should presumably become sparkling conversationalists: "If you know that Mr. Dudd who has been placed with you for dinner, follows the sporting page, ask him if this has been a good season for horse racing. . . ." Miss Blake makes no provision for the possibility that Mr. Dudd may have just dropped his roll on some horse that got stuck at the post,

25c
Utility Dispenser
with 2 x 360 in.
roll. Look for
the name Scotch
Tape."



PROBABLY I HAD BETTER DODGE IT. "DEAR FRIEND: BETTER THINK IT OVER"

but she does point out that "He may reply with an uh-huh to your inquiries about horse racing. Then you'll have to rack your brain for something else he might want to talk about. If he's been to Japan, find out to what extent their customs are becoming Americanized." If research fails, Miss Blake has other gambits: " 'I see by the paper' is an old stand-by. Magazines, too, furnish a source of discussion material. Naturally, editors are going to concentrate on the topics of general interest. In a pinch, mutual friends can be pulled in to provide conversation. . . . You might get a shock to find out that his passion is watercolors, but you can find out if you persevere long enough. . . ." Running into any Blake-trained conversational bloodhound, Dudd and his button-lipped ilk are licked before they start.

Though her lovelorn column is closest to her soft Irish heart, Miss Blake ministers to the needs of her sex on still another front. Under her real name of Antoinette Donnelly, she writes the beauty column, features and "Beauty Answers" for the *Chicago Tribune-N. Y. News Syndicate* as well. The daily transition is no trouble at all, she says, and she slips over handily into advising women how to stand straighter, how Hollywood stars make the best of their defects, where to put powder, how to reduce, what to do about pimples and the like. In addition, she appears on the radio five times a week, this year as Antoinette Donnelly, last year as Doris Blake. To help her in all these tasks, Miss Donnelly has five girl assistants, all of whom adore their boss. On hot afternoons she sends out for Coca-Colas for them. She gives them responsibility and a chance to use their own judgment. Nevertheless she sees nearly all letters personally and signs them with a big rubber stamp. All letters begin "Dear Friend," which makes readers feel good and saves time.

Miss Donnelly began collecting readers more than 25 years ago writing obituaries for the *American Lumberman*. She was born into a poor family of nine brothers and sisters in Mount Forest, Ontario, and was given the name Antoinette because her mother was addicted to French novels. When her father, a station agent, died, her mother took the family to Buffalo, N. Y., when Antoinette was quite young. Here she taught herself shorthand and typing, later got a job as a stenographer. In Chicago, she went to work for the *Chicago Tribune*, sister paper of the *New York Daily News*, as assistant to the woman's editor. When the paper decided that Lillian Russell's beauty column was too expensive, Antoinette became her successor. When the *Tribune* revived its moribund lovelorn column, Antoinette got that job as well, not because the editor had perceived in her any particular gifts of psychological insight and womanly sympathy, but because she was a good newspaperwoman. With the editor she sat down and drew up two long lists of first names and last names. After considerable brooding, the new name of Doris Blake was selected. It was unquestionably pure American, yet not too flossy.

"An island of peace, beauty and cosmetics"

Years ago, Miss Donnelly came to work in the New York office of the *Tribune-News* combine. Her department is described by other *News* workers as an island of love, beauty and cosmetics amid the hurly-burly of one of America's most rowdy newspapers. She and the other lady feature writers are a serene little group tucked safely away from a hectic city room which swarms every day with an odd assortment of press agents, tipsters and lugs.

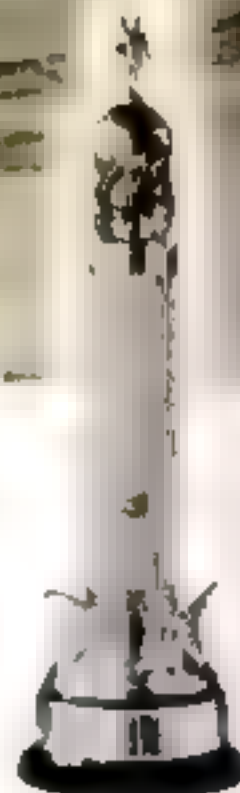
Miss Donnelly's appetite for research is such that she makes occasional trips to Hollywood to keep abreast of the latest beauty tricks. She has never formally studied psychology, but reads up on her subject constantly. Her home is full of such titles as: *The Question Girls Ask*, *How to Live Without a Woman*, *The Gentle Female*, *Am I Love Gland*, *Love Letters of Great Men and Women*, *Why We Love and Hate*, *No Nice Girl Swears*, *Live Alone and Like It*, *Wisdom for Widows*, *The Fruit of The Family Tree*, *Why Men Like Us*, and *The Art of the Body*. During the last war, when she was in Chicago, preaching her theory of the evil of "hoarding fat," she made up a team of fat men and took them out every day to Grant Park for a regimen of reducing exercises. This was done in competition with her friend Dr. William Evans, the *Tribune's* health editor, who was reducing a class of fat

CONTINUED ON NEXT PAGE

EMBLEMS OF EXCELLENCE



A. B. C. CHAMPIONSHIP TROPHY. Each year the American Bowling Congress holds a gigantic tournament to decide the world's individual and team championships. This year there were 5,797 five-man teams from 865 different cities entered in the tournament! The Congress' biggest award—the trophy shown at the right—goes to the sponsor of the winning team. To win this coveted trophy in competition against thousands of expert bowlers, a team has to do plenty of plain and fancy bowling—it has to be better than good!



ETHYL EMBLEM. There is an award for excellence in gasoline too. It is the Ethyl emblem. Gasoline in a pump which bears this emblem has to be better than good. It must be "tops" in anti-knock (octane number) and all-round quality. "Ethyl" means a cooler-running engine in summer, extra power throughout the year. When you stop to buy gasoline, the Ethyl emblem tells you which pump contains the best.



THE BETTER THE GAS, THE BETTER YOUR CAR

ETHYL GASOLINE CORPORATION, NEW YORK CITY



To make her
Supremely Happy
a ^{GENUINE REGISTERED} Keepsake

DIAMOND ENGAGEMENT RING

WHAT a thrilling moment when she first beholds the beauty and brilliance of her betrothal ring! Naturally this traditional symbol will be selected with great care... a responsibility made easier by Keepsake, with traditional quality and value through five decades. Because experts of international reputation select each Keepsake diamond, you are assured of high standards of color, cut and clarity... three factors more important than size in determining diamond values. The exquisite settings are designed by leading stylists.

Ask an Authorized Keepsake Jeweler to show you the new Keepsake Solitaire Duets as illustrated. Others are from \$50 to \$2500. Extended payments can usually be arranged. Look for the name "Keepsake" stamped in the ring and the nationally established price on the tag to protect yourself against the disappointment of an unwise choice. Be sure to receive the Keepsake Certificate of Registration and Guarantee.

BEFORE YOU ANNOUNCE YOUR ENGAGEMENT SEND FOR THIS VALUABLE BOOK
If you are a coming bride or groom, read the coupon or write for the Keepsake book "The Etiquette of the Engagement and Wedding" — a complete and necessary social guide, with illustrations of Keepsake's newest creations.

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A. H. Pond Co., Inc., Syracuse, N. Y.



Keepsake Diamond Rings, A. H. Pond Co., Inc.
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Please send the helpful book, "The Etiquette of the Engagement and Wedding," also illustrations of Keepsake's newest ring creations. I enclose 10c in cover mailing.

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Street and No.

City L 3-41



At home on Long Island, Miss Blake is known as Mrs. Donnelly. She works on the terrace while daughters play badminton. Their school chums often ask Blake for love advice.

DORIS BLAKE (continued)

ladies. The race achieved great publicity, and resulted in triumph for Antoinette, whose fat men got thin first.

In her own life, Miss Donnelly has neither time nor opportunity to practice what she preaches. She jitters along on a hectic schedule that begins at 6:45 a.m. and keeps her on the job, smoking and drinking coffee incessantly, until she gets home around 7 in the evening. On the side she writes occasionally for Catholic magazines and newspapers. She allows herself no time to be lonely and spends most of the social life she has with other newspaper people, who call her Toni and admire her piano-playing. Sometimes they even come to her with their own love problems.

With two redheaded daughters, aged 13 and 18, Miss Donnelly lives in an undistinguished brown shingled house in Bay Crest, a subdivision of Huntington, Long Island. What little time she gets for domesticity she spends in gardening, baking cakes and attempting to rule her daughters with a firm but kindly hand. With the youngest, Josephine, discipline comes hard. She resolutely refuses to practice the flute which her easy-mark mother bought for her from a soliciting priest at the local parochial school.

"Beware, Nuisance, Inc. is here!"

One night recently, Miss Donnelly came home from New York to find a pair of policemen waiting for her on the steps. Joey and a little pal had formed an organization which they called "Nuisance, Inc." and had been painting skulls and crossbones on the sides of Bay Crest houses over the words, "Beware, Nuisance, Inc. is here." The police traced this unsocial conduct to Miss Donnelly's offspring when the girls impudently walked right into the police station to leave their mark on the police blotter. Their punishment was to wash off all the houses they had defaced.

Lady fashion reporters are notorious for their lack of chic. Something of this same vocational nonconformity characterizes Antoinette Donnelly. The Love-and-Beauty expert has had an unsuccessful marriage to a big, hearty, jolly Canadian, whose name is now taboo in her presence. As a friend explained, "We all liked him, but I guess she got tired of him sitting around just being a good fellow." They are separated but not divorced, since she is a practicing Catholic. She maintains a small wardrobe of frumpish clothes and cares little for her appearance, which is dilapidated. Her face is kindly but blurred with misplaced dabs of make-up. Over it hangs an intractable growth of dry, bushy, red hair, topped invariably with an outlandish hat and wispy strands of veil.

Sometimes her lack of beauty is somewhat of a handicap when she appears to lecture on this property. After one such lecture she was approached by a woman whose face plainly indicated pained surprise and who kept repeating "Are you really Antoinette Donnelly?" Miss Donnelly, who regards every reader as another jewel in her crown and guards each one as zealously as the Kohinoor diamond, sensed that this reader was about to slip through her hands. Hastily she made a pass at the woman's little girl. "I will have to use her in one of my beautiful children contests!" she cooed. The reader was saved.

Daughters Mary and Joey enjoy Chopin duets with their mother, but she worries because Joey (right) doesn't practice her flute and because Mary wants to become a nurse.



Folks draw closer together over good food and *Wine*



The wine that comes to dinner helps everybody to relax the moderate way

IT'S SOMETHING we all feel nowadays. We want to spend quiet evenings with those near to us. Over the dinner table and by the fireside, to ease up and enjoy our families and friends.

This is one reason, maybe, why wine serving has grown so popular. For wine is made to give everyone a chance to relax a moderate way. Wine is made for friendship.

An interesting new booklet on wine serving is available now. Your copy will be mailed free, if you will write the Wine Advisory Board, 85 Second Street, San Francisco. The Board represents every wine grower in California.

You will find California wines are well-developed, sound and reasonable in price. Connoisseurs will tell you these wines of our own country are good by any standard in the world.

When friends and family gather together, try serving wine. You'll see why so many people are finding it a considerate thing to do.



With dinner, serve a light California red or white table wine—such as the *Burgundy's* or *Chardonnay's*—or a dry *Sauvignon*. For sweet meals, the refreshing *Wines Like Port or Muscatel*. And as an appetizer *Sherry*. Your wine dealer will be glad to help you with your selections.

NATIONAL WINE WEEK, October 12-19

Not her hair

Not her eyes

but HER MOUTH—
that's what's looked at most

What's the big attraction?

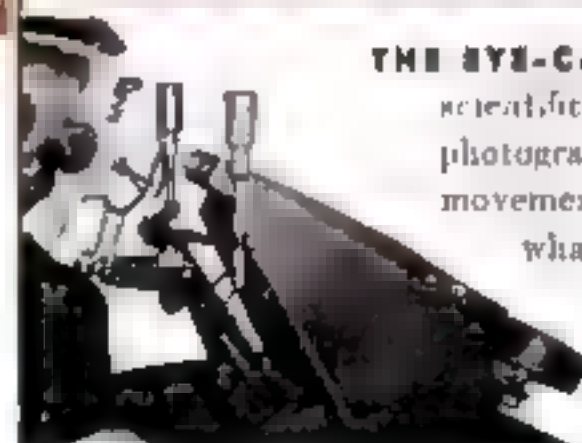
Not her complexion

Dr. West's Miracle-Tuft

Your mouth, your smile,
count most toward good looks!



THE EYE-CAMERA. A precise scientific instrument which photographically records eye-movements. Tells unfailingly what people look at and what impresses them the most.



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the finest tooth-cleansing instrument ever made—only Miracle-Tuft offers "EXTON"

Even the most beautiful girls, the handsomest men can't "fool" the Eye-Camera. Sparkling, good-looking teeth count most toward good looks.

The sure way to cleaner, brighter teeth is Dr. West's Miracle-Tuft—the outstanding quality toothbrush of the world! And no wonder!

It doesn't shed bristles. It doesn't get soggy! And millions and millions of users have proved it will give a full year of effective service.

All this is possible because only Miracle-Tuft offers "EXTON" brand bristling—water-proofed by an exclusive patented process. And only Miracle-Tuft is sealed in glass germ free—surgically sterile!

So you *must* get a Miracle-Tuft—for beauty's sake. You *must* throw away the worn-out soggy brush you're using now. Miracle-Tuft offers a choice of textures in Regular, Professional 2-row and Oro shapes.

THESE MIRACLE-TUFT

MEAN CLEANER BRIGHTER TEETH FOR YOU

1

2

3



Romance on a Pullman is a breath of fresh air to Nancy (Dorothy Deane), the singer from Messina, who's tired

of playing mother to her younger sister. Original sketch in which she twists ankle is duplicated exactly in film

MOVIE OF THE WEEK:

UNFINISHED BUSINESS

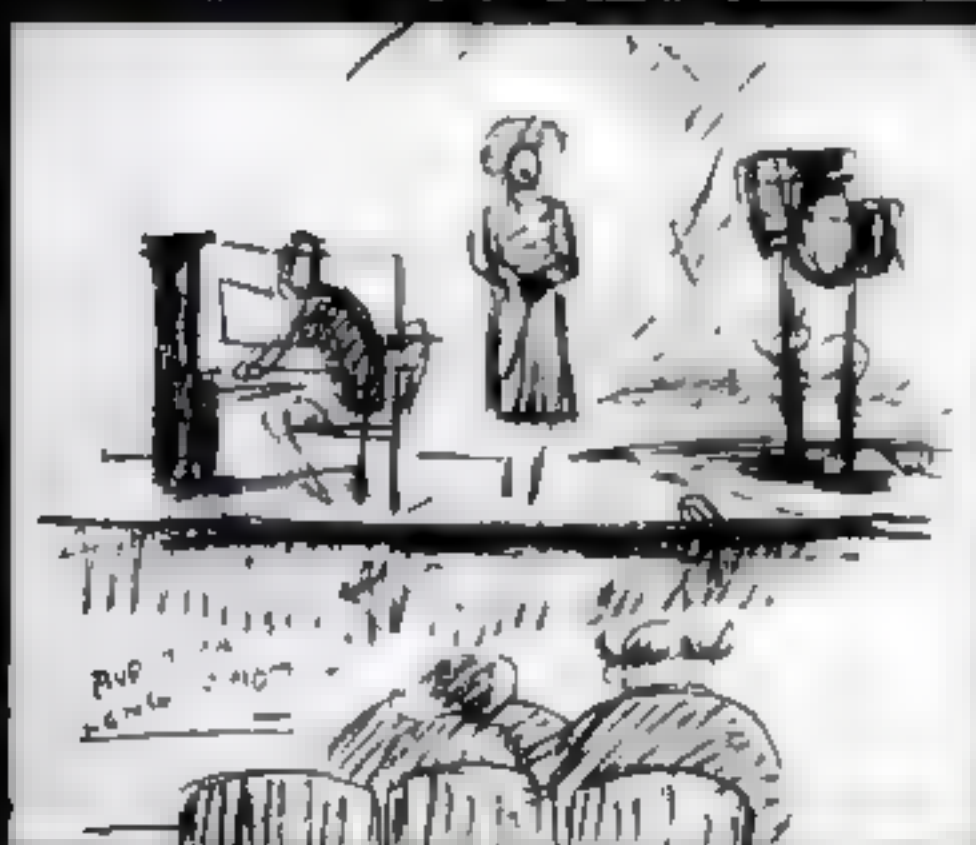
La Cava pours sparkle into old plot

Unfinished Business is a director's picture. It was conceived, produced and directed by that veteran creator of many hits, Gregory La Cava (*My Man Godfrey*, *Stage Door*, *Primrose Path*). Wafer thin and banal is its plot of the smalltown girl from Messina, Ohio, who answers the adventurous lure of the 12-10 Eastbound Limited's whistle. But instead of an opera star, she finds herself a singing telephone operator in a nightclub. Instead of romance, she finds a tangle of complex emotions when she inadvertently marries the brother of the man she loves.

What lifts this woman's serial into Grade-A comedy is its nature and witty dialog, its social psychology, the sure humanity with which it pries out the secret feelings of its gay but troubled characters. To connoisseurs of movie craftsmanship these are the imprint of Director La Cava. Other La Cava earmarks are an observant little screen Pullman careening over a rough roadbed, a rowdy but pitiful 25th wedding anniversary, and a blent informal brother with croaking shoes who amuses guests with "The Jannies are beginning to gather."

The spontaneity that bubbles in every La Cava picture comes partly from turning out dialog only one jump ahead of his camera. While technicians set his stage, La Cava retires with a secretary and a writer into a parked trailer, to emerge a few hours later with three or four pages of freshly typed script. A precise worker, he amazes Hollywood by adhering to a five-day work-making no retakes, cutting and editing his film in the camera. A belligerent individualist, he likes la ceters and reporters, keeps executives off his set, writes 60-page contracts to stop studios from messing up his films, fights stay of Hollywood's ubiquitous plagues.

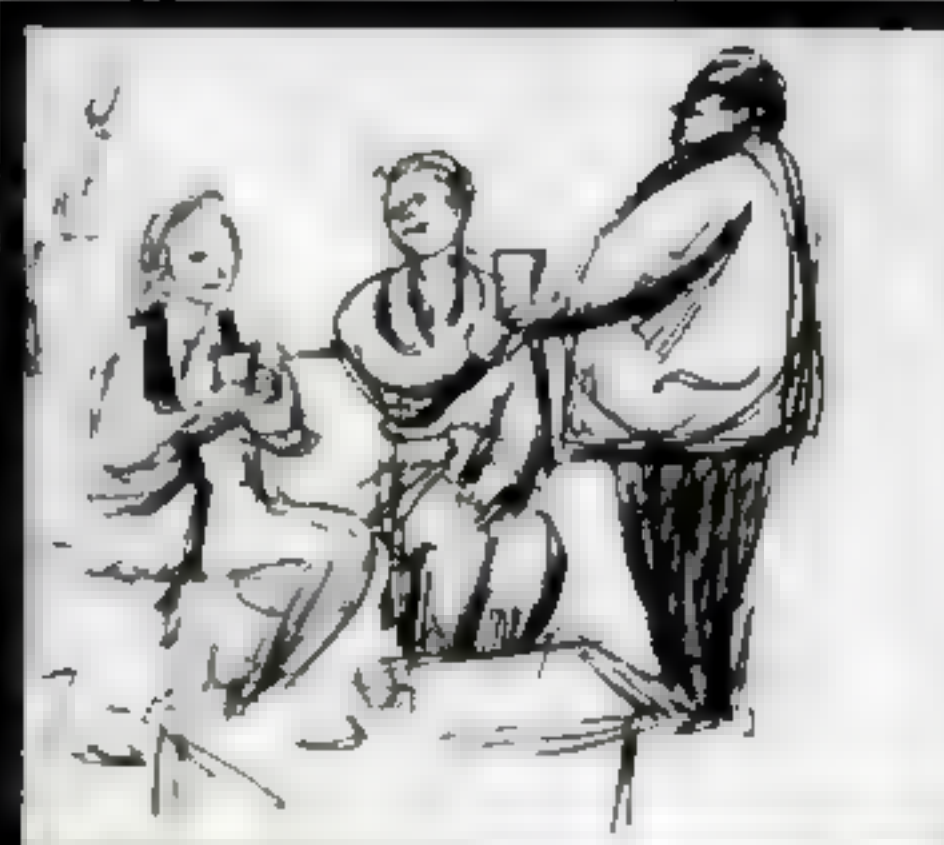
Once a comic-strip cartoonist, Director La Cava scribbles quick sketches of action alongside his lines of dialog. Printed here are his initial drawings for *Unfinished Business*, with the matching stills from the finished movie.



Nobody cares for Nancy's style of singing when she tries for job in New York. She becomes a switchboard operator.



Pullman Romeo's brother Tom (Robert Montgomery) takes a shine to Nancy when he finds her at switchboard.



Morning after a night of drinking, Nancy reminds Tom they were married. Butler's fizzy help their memories.



Confidentially—
only one woman in two
escapes soap irritation!

If your skin is sensitive, try the mild,
gentle soap preferred by women of
three generations—Cashmere Bouquet.

It's surprising how quickly your
skin may improve when you
find the soap that's right for you.

So, if you dream of having a skin
like "peaches and cream," why not
take a tip from the thousands of
women who have such good luck
with Cashmere Bouquet Soap.

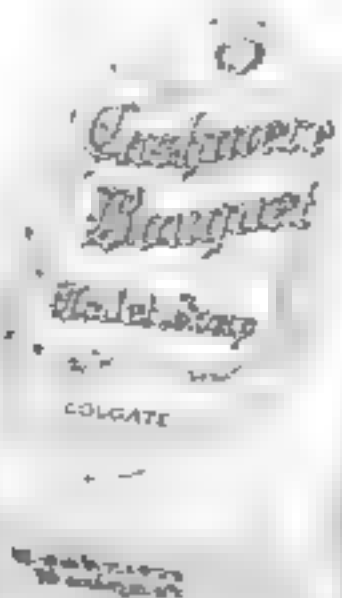
Yes, though other soaps may
have proved irritating you too may
easily find your answer in a daily
Cashmere Bouquet facial. Cream
your face and neck with the gentle

lather of Cashmere Bouquet Soap.
Work it well around the large-pore
area of nose and chin. Rinse with
warm water, then a dash of cold.
Pat your face dry, don't rub.

That's the Cashmere Bouquet
Health Facial, a grand tonic for
complexions.

As a bath soap, too, Cashmere
Bouquet Soap, with the fragrance
men love, is luxury itself. Yet it
costs only 25c for 3 generous cakes,
wherever good soap is sold.

*Cashmere
Bouquet
Soap*



WITH THE FRAGRANCE MEN LOVE

"Unfinished Business" (continued)



Tom gets a shock when he discovers his wife loves his brother. She argues
every woman has "unfinished business" in her life. But Tom joins the army.



Opera is a bore to Tom, home on furlough, till his strong-willed Aunt Ma-
thilda points out Nancy, singing in the chorus at extreme right of stage.

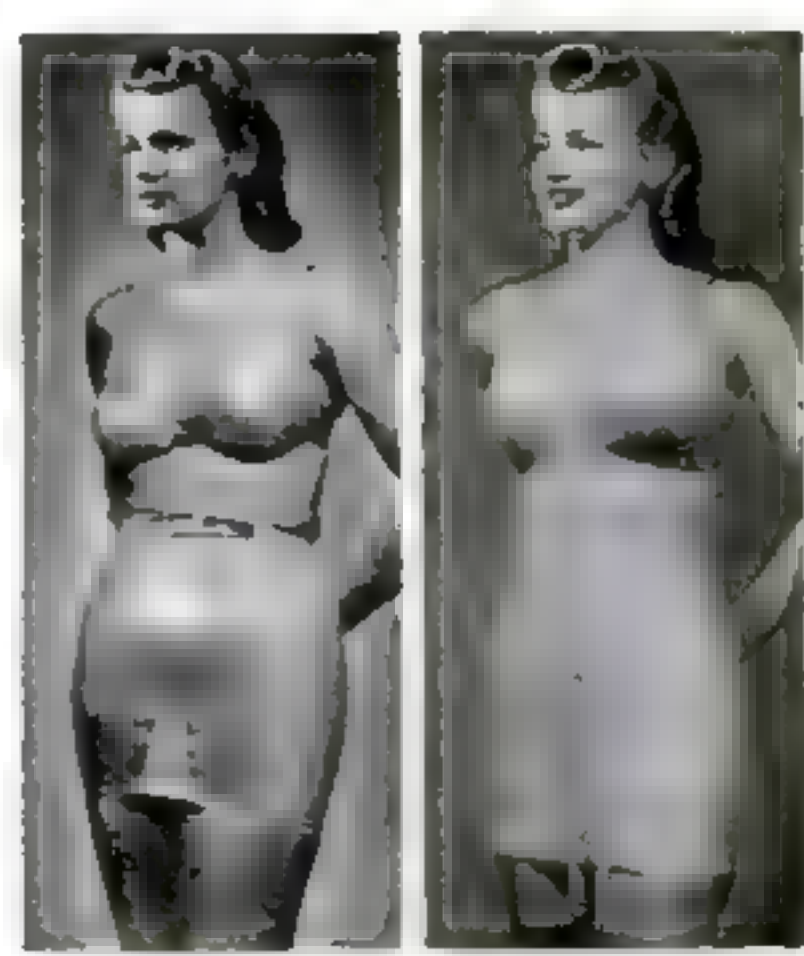


"This is your son," says Nancy to her startled soldier-husband when he comes to her sewing room as she is about to return, defeated, to Messina.



Tom feels better when he practices his army-toughened muscles on his brother's jaw "Wah-wah" in drawing indicates baby objecting to brawl.

IN HER SPENCER she lost ugly BULGES!



(Above) In ordinary corset and brassiere, note the lack of support to abdomen and breasts which permitted sagging lines and unlovely bulges. Above, at right) In her Spencer Corset and Brassiere figure lines are lifted into beauty, her posture is improved and all bulges have disappeared. Her Spencer is guaranteed never to lose these lovely lines. (At right) Note how lovely her gown looks over her Spencer.



Why don't you get rid of your bulges? You know they are unlovely—and uncomfortable. Your family and friends may not mention it, but they notice that your figure is less lovely than it could be.

How to lose your bulges

Your Spencer corset and brassiere will effectively correct any figure fault because every line is designed, every section cut and made to solve your figure problem, and yours only. It will relieve backache and nervous fatigue when caused by faulty posture.

Spencers are light and flexible, yet every Spencer is *guaranteed* to keep its lovely lines as long as it is worn! No other corset, to our knowledge, has this guarantee. Prices are moderate—depending on materials. Stop experimenting with corsets that lose their shape after only a few weeks' wear!

Have a figure analysis—free

At any convenient time, a Spencer Corsetiere, trained in the Spencer de-

signer's method of figure analysis, will call at your home. A most interesting study of your figure will cost you nothing.

See your future beauty lines in fascinating free booklet

Send us the coupon below, or look in your telephone book under "Spencer Corsetiere" and call your nearest Corsetiere for interesting illustrated booklet, "Your Figure Problem." This will not obligate you in any way.

Write Anne Spencer

Please send me your helpful booklet. I have checked my figure faults at right.



Do You Want to Make Money?

Ambitious women may find business openings as corsetieres in every state. We train you. If interested, check here. ☐

Also made in Canada and England at Rock Island, Quebec, and 33 Old Bond, London, W. L.

Sept. 15, 1941

Anne Spencer, Spencer Corset Co., Inc.,
133 Derby Avenue, New Haven, Conn.

Name _____

Address _____

SPENCER INDIVIDUALLY DESIGNED Corsets and Brassieres



Young artists from children's art class swarm aboard a small fishing boat anchored at New York's Fulton Street fish market, while the fascinated captain leans out to watch them sketch.



Jimmy, Douglas, Robin, Susie and Bernice sketch along New York's East River. Teacher Augustus Peck takes only small groups sketching, later helps them turn sketches into paintings.



Louis, 13, sketches Italian fruit-seller who is flattered to pose for his young countryman. Louis prefers strong sunny colors and is specially interested in crowded New York street scenes.

CHILD ART

ITS YOUTHFUL GUSTO IS FOSTERED IN FREE CLASS

On any bright Sunday afternoon New Yorkers are likely to see half a dozen youngsters sketching in a vacant lot or on a river dock. Standing by is a tall, rangy young man who comments occasionally upon their drawings, most of the time lets them work independently. His name is Augustus Peck and his companions answer to a flavorsome variety of names—Italian, English, Greek, Jewish, Chinese—that fit any group of young New Yorkers.

A painter himself, Peck used to teach children's art classes at the Cleveland Museum. In New York he wanted to carry out his ideas for giving free art instruction to talented children. So his architect friend, John Gates, raised \$4,000 from well-to-do citizens and in July 1940 Peck began to recruit young artists. His headquarters were the Little Red School House, a pioneer progressive school in Greenwich Village. His talent scouts were art teachers and social workers who soon rounded up 75 gifted sons and daughters of taxi-drivers, bricklayers, shoemakers, waiters. Classes were started on Saturdays, in three shifts of 25 kids. Their ages range from 10 to 15 and they represent 24 nations.

Sketching trips are only an occasional adventure. In the classroom Teacher Peck says his function is that of an editor, and he does not impose his own ideas and technique on the students. He urges students to keep copious sketch books at home which are then brought to him for suggestions and criticisms. In school free materials are provided and children are encouraged to paint scenes from their daily life. What results has a bright gusto entirely separate from adult standards. Says Peck: "It is as decorative as anything you can put on a wall."

"These kids are not 75 little geniuses," adds Peck. But their efforts are so highly valued that New York's Whitney Museum is exhibiting their work from Oct. 7 to 28. Now Peck's ambition is to see similar free classes, conducted by working artists, in other U. S. cities. His enthusiastic backers regard it as one of the surest ways of guaranteeing a worthwhile art of the future.



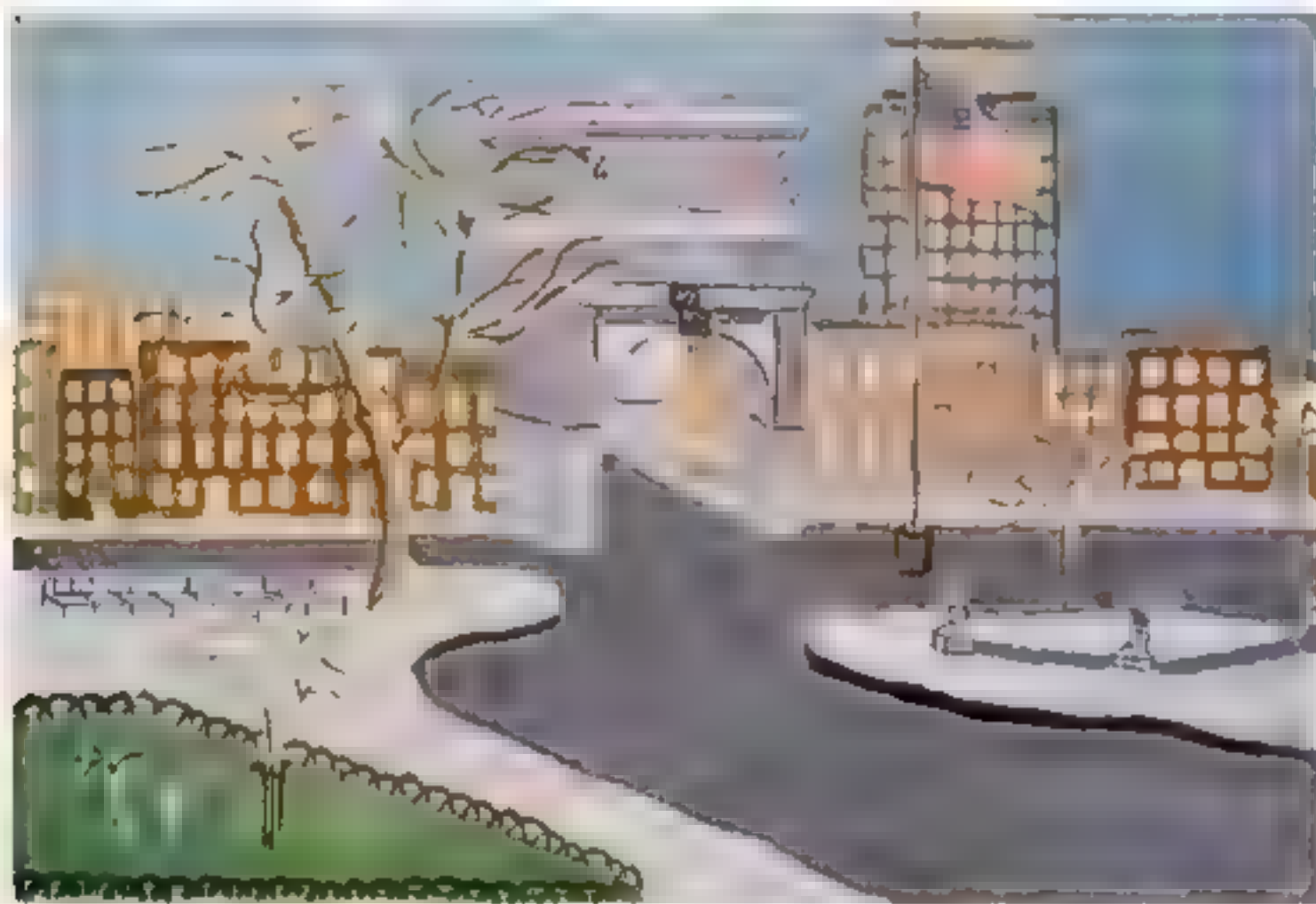
"Playing Bocce" by Angelo Del Boca shows an Italian Bocce game, still popular with Italians, in which players roll a ball down a street. Here, Angelo points his nose, enjoying lunch on a Suprax after lunch with pitchers of red wine.

"City Landscape," with its elevated train running over street-car tracks, shows how the artist's looking city shows look to Michael, D.C. son of a truck driver. Michael knows the smart artist's trick of supplying details like windows and fire escapes.

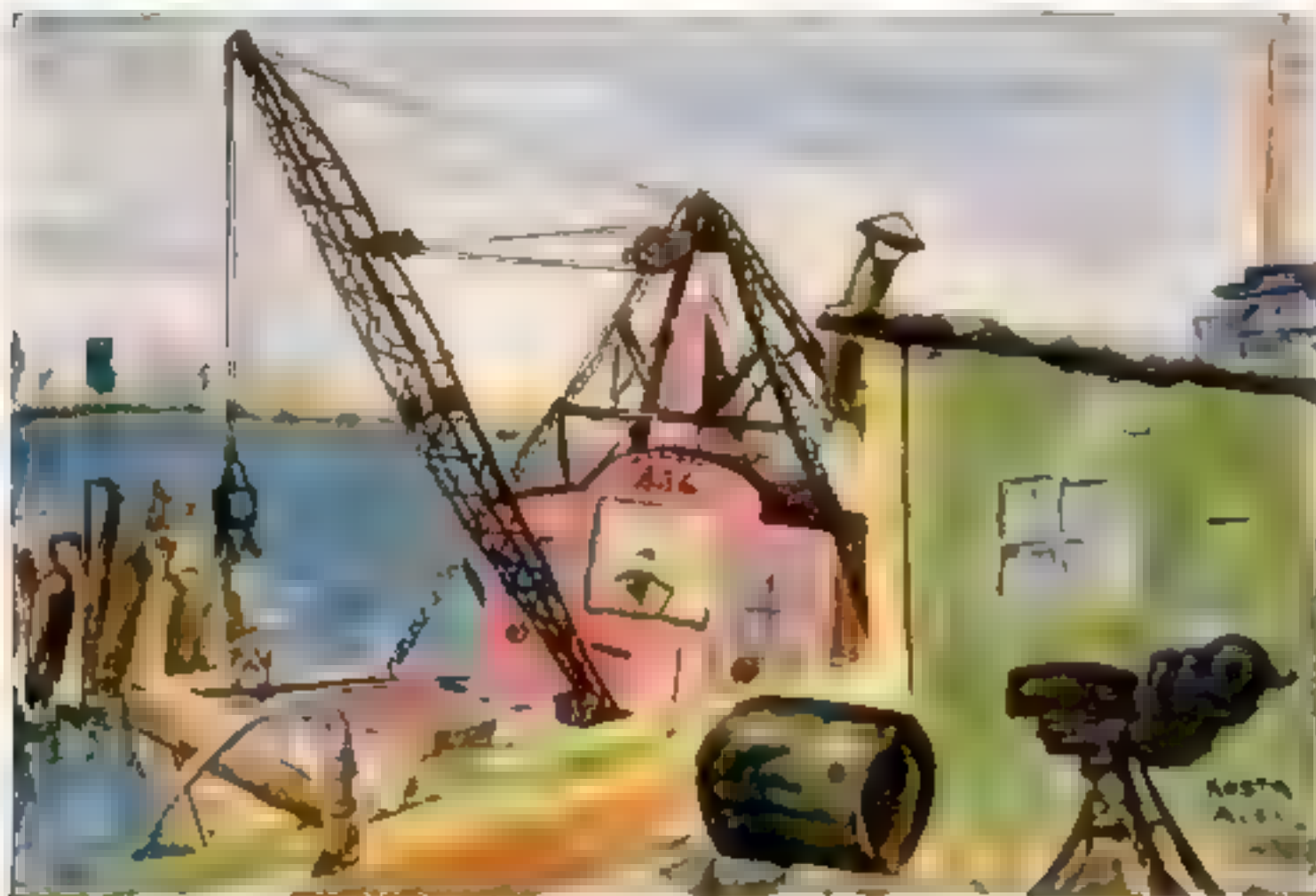




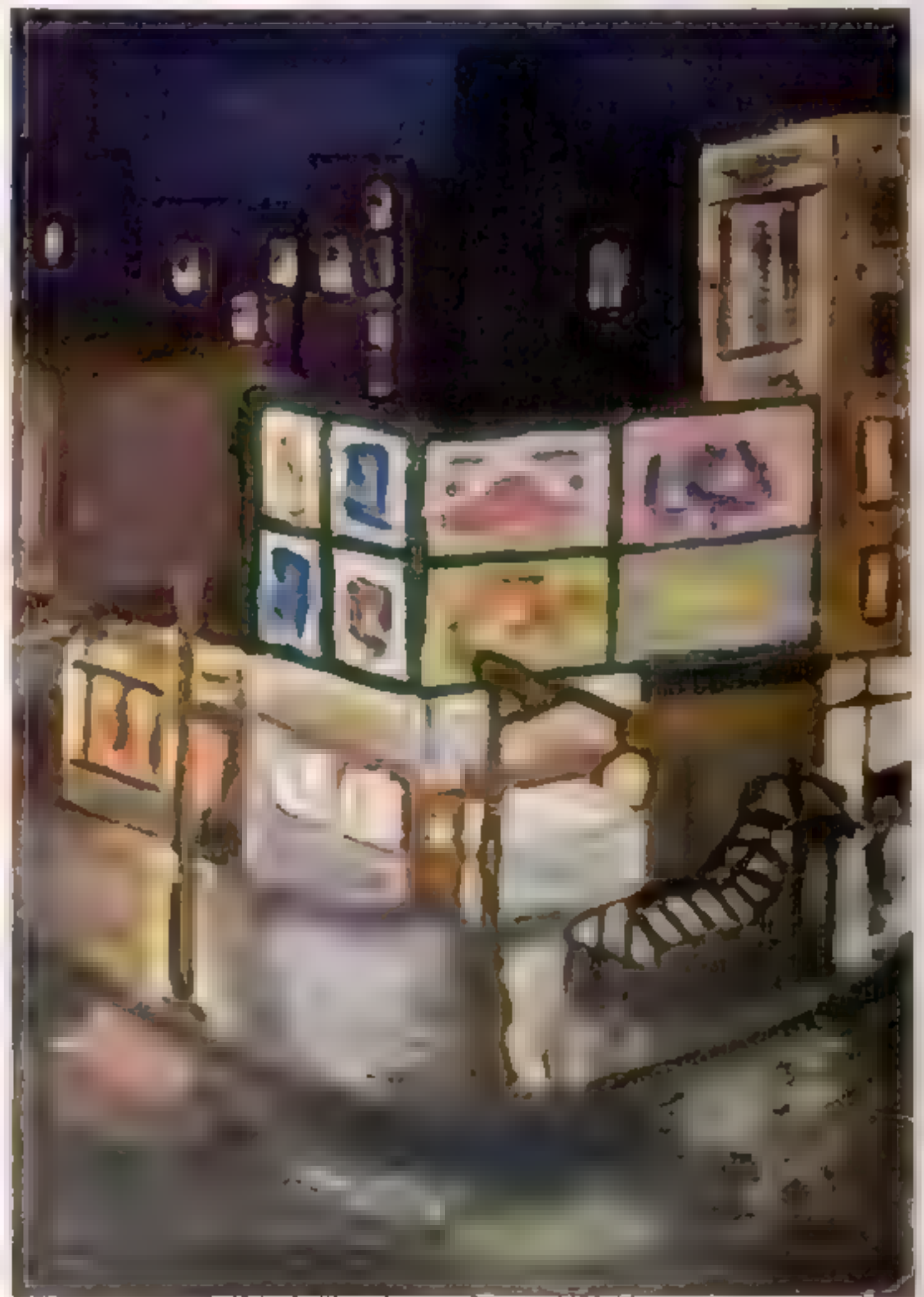
ANGELO 15 USES BRIGHT COLORS SOLOLY AND WELL IN THIS FRUIT AND VEGETABLE STAND - NOTICE BULLETINS ON WALLS OF FIGHTS MOVIES CHURCH FESTIVAL



BERNICE 10. CATCHES THE SPACIOUS AIR OF NEW YORK'S WASHINGTON SQUARE



"ALONG THE EAST RIVER" BY KOSTA, 15, DEPICTS A DERRICK PULLING UP PILES



"HARLEM CORNER" IS A FINE IMPRESSIONISTIC OIL BY WILLIAM, 14, A NEGRO

America has discovered a new texture in wool floor coverings . . . It's Mohawk's *Bradlee Carved Wilton*



Now plain colored carpets take on a new richness — the deep cut carved-like appearance of Bradlee gives a monotone pattern that brings new beauty to floor coverings . . . carved BRADLEE plus Mohawk Foundation Colors give the final answer to any room planning problem . . . and Bradlee gives you the sturdy service and economy of the Wilton weave. Mohawk Carpet Mills, Inc., Amsterdam, N.Y.

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NEW THRILLER!

ORANGE COCONUT TAPIOCA

*Lady--if this won't
HOWEVER no dessert will!*



Watch your pudding-pleaders go wide-eyed when they taste this delectable new creation—Royal's new Orange Coconut Tapioca! It's luscious beyond belief!

What's it like? Like a plump, fluffy tapioca in texture—with a heavenly orange-and-coconut flavor. (EDITOR'S NOTE: my mother made some. I think I broke a world's record—three helpings!)

One taste of its ambrosia-like goodness and the folks will start pouring blessings on you! It's a perfect cinch to make—you merely add milk, stir till it boils up once, and let it cool.

Try it! (If you like Royal Vanilla Tapioca, you'll love this new Orange Coconut! Make some! Sharpen up the nearest pencil and put Royal Orange Coconut Tapioca Pudding on your shopping list—discover what a miracle in deliciousness Royal has wrought!

RECIPE

ROYAL ORANGE COCONUT TAPIOCA PUDDING

1 Package Royal Orange Coconut Tapioca Pudding
2 cups milk

Put contents of package in saucepan, add milk, stir well at a time. Cook over low heat, stirring constantly, until thick and smooth. Boil once. Mix thoroughly. Cool. Serve at once. Or cool, and serve in refrigerator. Stir twice. Serve. Pour into glasses or serving dish. Chill. Serve plain or with cream, fruit or whipped cream. Deliciously whipped cream with milk, jelly if desired. 4 servings.



**ADD MILK—
BRING TO BOIL**

Stir twice
as it cools

And here's extra good news—
this cinch-to-make treat costs about
a nickel more than the milk you use
— a blessing to your budget!

WOMEN BUY MORE ROYAL PUDDINGS
than any other kind!

BASEBALL'S CURVE BALLS ARE THEY OPTICAL ILLUSIONS

These three pictures by Gjon Mili indicate that Cy Blanton's best "curve" is really a straight ball with a decided drop. The one at the left shows the whole 60-ft. pitch from above. The

Baseball is founded on the pretense of the curve ball. Since the 1870's, thousands of strong young men have made it their profession on the strength of their ability to curve a ball. In 1877 a bad controversy arose as to whether or not there was such a thing as a curved ball. The Cincinnati *Enquirer* consulted three famous scholars. After due research into the problem, their vote split, two for the curve and one dissenting. A. G. Spalding, early baseball historian, also supported the curve theory. Almost dormant since then, the no-curve theory has always had a small group of backers.

Early this summer the *New Yorker* published a let-

ter which once more raised the question of the curve by denying its existence. LIFE, interested, assigned its high-speed photographer, Gjon Mili, to investigate the matter pictorially. Using Cy Blanton of the Phillies and Carl Hubbell of the New York Giants, Mili conducted elaborate experiments. Three high-speed cameras were synchronized to photograph each pitched ball simultaneously from different angles.

Herewith LIFE presents Gjon Mili's photographic observations. His evidence fails to show the existence of a curve, raises once more the possibility that this standby of baseball is after all only an optical illusion.

center one is what the batter really sees as the ball approaches the plate. The one at the right is the last 25 ft. of the pitch where the ball is supposed to break, which is usually from 7 ft. to 15 ft. in front of the plate. The white line is straight guide from the plate to the mound. The slight curve at the start is due to arm motion of the pitcher at the moment of release.



Curves (continued)

People who think a baseball curves base their belief on two things; speed and spin. The spin, they believe, which is given to the ball by the position of the pitcher's fingers and which is emphasized by the ball's raised stitching, causes the ball to "break" at a certain point toward or away from the batter standing at the plate. On the basis of the Mil. pictures, though, the spin which the pitcher puts on the baseball does not seem to be sufficiently effectual to alter markedly its horizontal flight. As for the speed at which the pitcher

releases the ball, it apparently does nothing more than determine the extent to which gravity will act on the ball and pull it toward the ground.

It is perfectly true that a person can put a curve on a ping pong ball or a tennis ball. In fact, any ball may be curved if given sufficient twist. When any object is spinning forward, the air flows by it on both sides. On one side it flows in the direction of the spinning motion; on the other side it flows in the opposite direction. This results in a lift on the first side and a drag on the second

side which forces the object to travel in a curved path. But a baseball is so heavy an object for its size in comparison to a tennis ball or ping pong ball that the pitcher's spinning action appears to be insufficiently strong apparently to change its course. If a baseball could be spun with the same amount of power relative to its weight that a tennis ball is spun, for example, it is agreed, would also be curved to the same extent. But no pitcher, it seems, has a strong enough finger and wrist motion to put the necessary spin onto the



This reverse "curve" is supposed to "break" in toward the batter instead of away like ordinary "curves." The first picture shows the full 60-ft. pitch—a straight line crossing the

white guide line. The second picture is the way the screw ball pitched by right-hander Cy Blanton looks to the batter as a straight line crossing the plate at a diagonal. The

third picture is the last 25 ft. of the pitch, the "breaking area" where the ball is supposed to curve sharply left—but doesn't when photographed by Mil. high-speed camera.

ball which would materially affect its sidewise motion.

It is possible, also, to put a hook on a golf ball or bat a curving line drive to the outfield. But, in each case, the tremendous leverage afforded by the length of the golf club or ball bat greatly increases the velocity of rotation.

It appears from the pictures below that a so-called curve is a ball which, when it is released from the pitcher's hand, crosses the line between the pitcher's mound and the plate in a diagonal path. The batter,

who is bent in an awkward position in the batter's box at the plate, is at a lower level than the pitcher who is on the mound. Therefore it is likely that a batter gets a distorted view of even a straight ball as it shoots down from the pitcher's hand. Added to this is the fact that, at the moment of release, the ball describes a slight arc upward just before it begins its downward flight towards the plate. These two factors afford a great chance for an optical illusion of a "break."

In each group of pictures below, the third picture

shows the final 25 ft. of the pitch in which the ball is supposed to "break." A ruler applied to this picture shows the ball in each case traveling in a straight line. If there is any curve, it would seem from Milt's pictures to occur at the very start of the pitch, as the pitcher whips his arm over his shoulder for the release of the ball.

Possibly there is an infinitely small side movement of the ball in flight. If so, these repetitive-flash pictures, taken at 1/30th-of-a-second intervals, fail to show it.



This Cy Blanton pitch is supposed to describe a wide, gentle arc on its flight to the plate. But again Cy and Milt's camera shows that it travels a straight line, ~~completely~~ crossing the

guide line at a point early in its flight. Note particularly the seam on the ball in the center picture which is the way the batter sees it coming at him. Taken at 1/30th-of-a-second

intervals, it shows very little spin on the ball. According to the laws of aerodynamics, in order noticeably to deflect the ball the spin of the ball would have to be greatly increased.

"A Surveyor, Huh?...Well, Survey This!"



RED: As an old Munsingwear fan, you ought to appreciate these SKIT Trunks...leg hem to hold 'em snug...solid support...and the big plus feature of the exclusive "STRETCHY-SEAT"®. Even Munsingwear never thought up anything easier or more comfortable than that!

MIKE: Silence, buddy! These Munsingwear SKIT-Shin-highs of mine have the same easy "STRETCHY-SEAT"® too, don't forget. They stay down where they belong...and they give me protection where I want it...over the knees, I'm happy with 'em. Let me alone!



RED: Well, at least you ought to fall for this Munsingwear SKIT-Shirt...shaped to fit the trunks, keeps close to my skin, and gives with every move.

MIKE: Let me alone, I tell you! I'll stick to my SKIT-Winger shirt. It's the same cut, but I like the crew-neck and the short sleeves for shoulder and underarm protection, too...it's all Munsingwear, anyway...tops all around, no matter what you choose.



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Munsingwear SKIT-Shirt . . . Style 886 Munsingwear SKIT-Winger . . . Style 879
*Trade-Mark Munsingwear "STRETCHY-SEAT"® also available in other styles.

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Curves (continued)



Hubbell's fast ball streaks towards the plate, cuts across the left-hand corner. Hubbell, who has lost some of his speed, is still able to spot his pitches with the best.



"Curve" ball crosses guide line at a diagonal and cuts across the other corner of the plate. This season, his 14th with the New York Giants, Hubbell has won 10, lost 7.

CARL HUBBELL, FAMED FOR PITCHING CONTROL, ALSO THROWS HIS "CURVES" IN STRAIGHT LINE

Carl Hubbell, longtime pitching wizard of the New York Giants, also posed for Gjon Mili's repetitive-flash curve research. Famed for his superb control on the mound, Hub threw everything in his pitching book, wound up with the two straight lines on the opposite page. Hubbell's reaction was that a pitcher's main method of control over a batter is not the variety of pitches, but his ability to keep the batter guessing and hesitating before swinging at the ball.

The thing to remember, curve or no curve, is that the illusion remains. Batting average as now will depend on the batter's ability to size up the pitches, not on his knowledge of aerodynamics.



Left-handed Hubbell throws his famous screw ball with a three-quarter arm motion. Note the position of fingers which give the spin to the baseball as it leaves the hand.

CONTINUED ON NEXT PAGE

"I'm crazy about my Husband's Girl Friend!"



VIRGINIA DARE and these other Garrett American Wines fit every occasion.

Every popular wine you can name belongs to the famous Garrett family. Every occasion has a Garrett Wine that gracefully becomes it. And for those times when it's easier to serve one wine, Virginia Dare fills the bill completely. It's a natural drink with appetizers...tempting with dinner...the preference of more and more people at parties. Order some today. You'll be surprised how little it costs now to entertain royally.

Famous Garrett American Wines: Virginia Dare—Red or White; Blackberry; Sauternes; Haut Sauternes; Jolly; L'Espresso; Claret; Port; Sherry; Muscat; T. Ray; Paul Garrett American Champagne; Sparkling Burgundy and Pale Dry Sherry.

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America's Call for Wine

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SALUTE TO Military Dash

Score a direct style-hit for the Army and Navy. Walk-Over MAY O' WAR for all men of action. Designed by a leading military expert. Dress pants swank plus "bunk fatigue" ease. Brown custom calf or antiqued brown Norga. Also black. Walk-Over prices, \$7.95 to \$12.50. Higher west. Gen. E. Keith Company, Brockton, Mass.



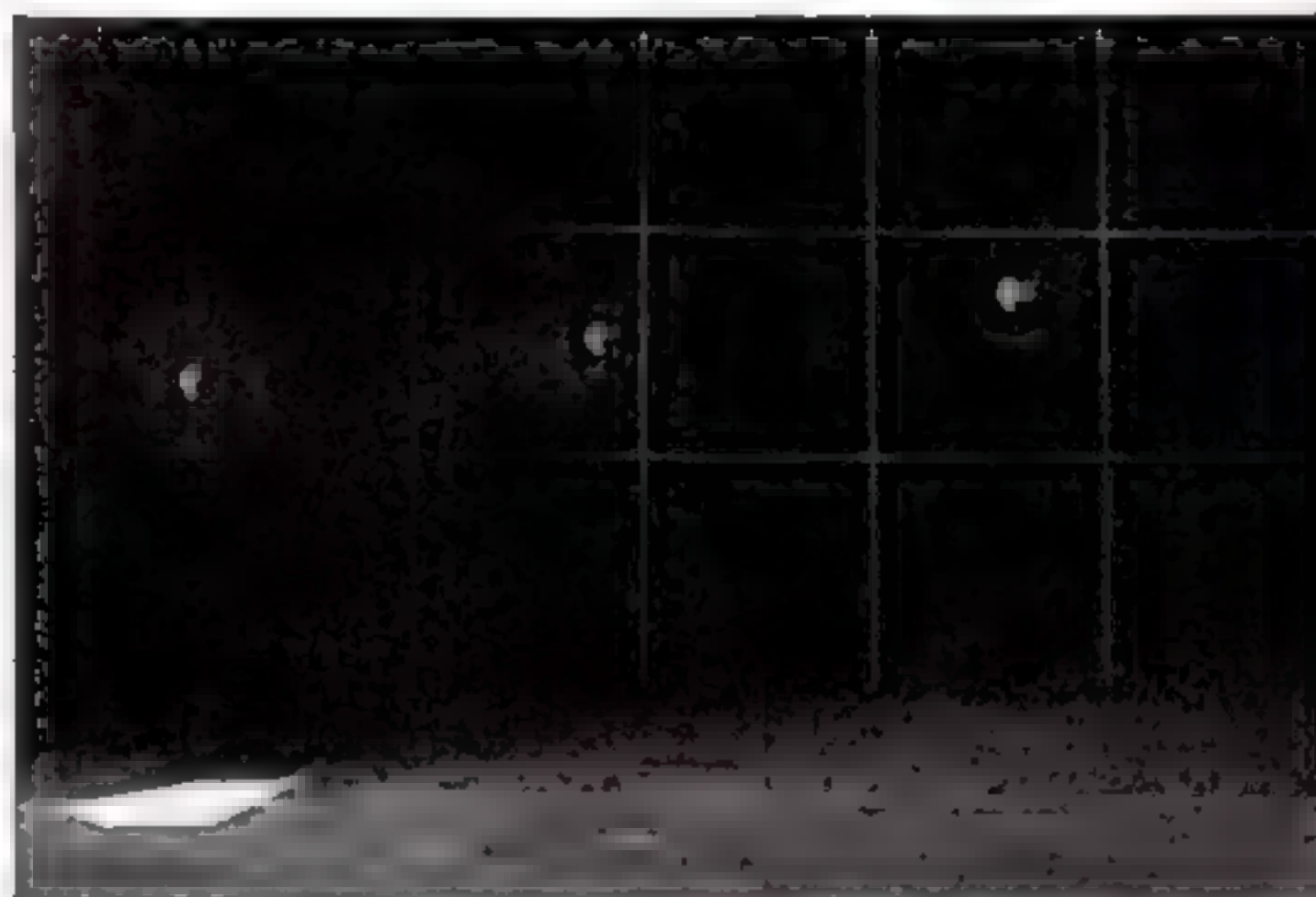
WALK-OVER

Curves (continued)

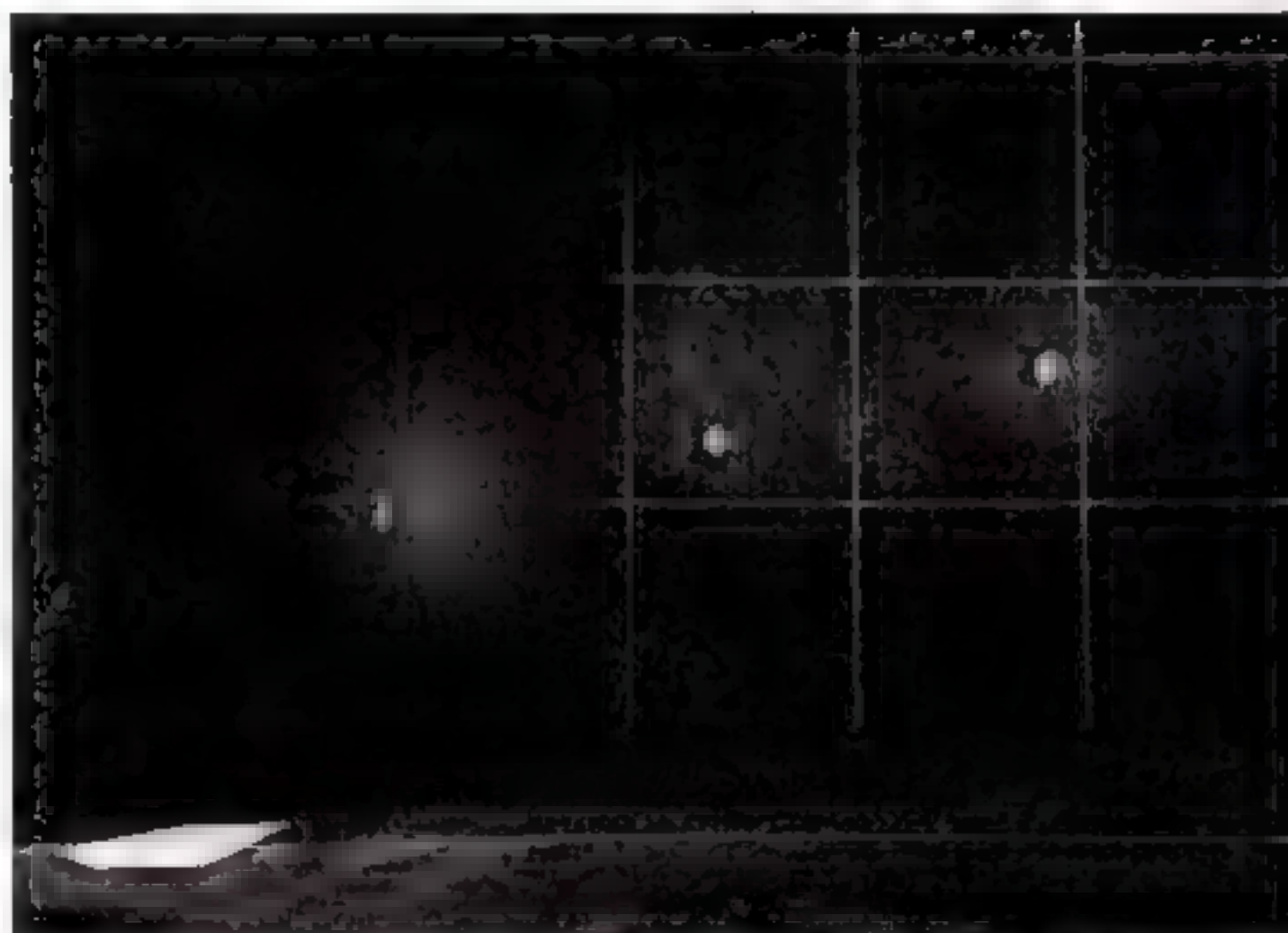
PITCHER'S MAIN CONTROL OVER A BASEBALL

What control a pitcher has over the ball is simply the ability to apply varying degrees of speed which, in turn, affect the ball's reaction to gravity. The moment the ball is released, the constant force of gravity is at work, pulling it toward the ground in an increasing downward arc.

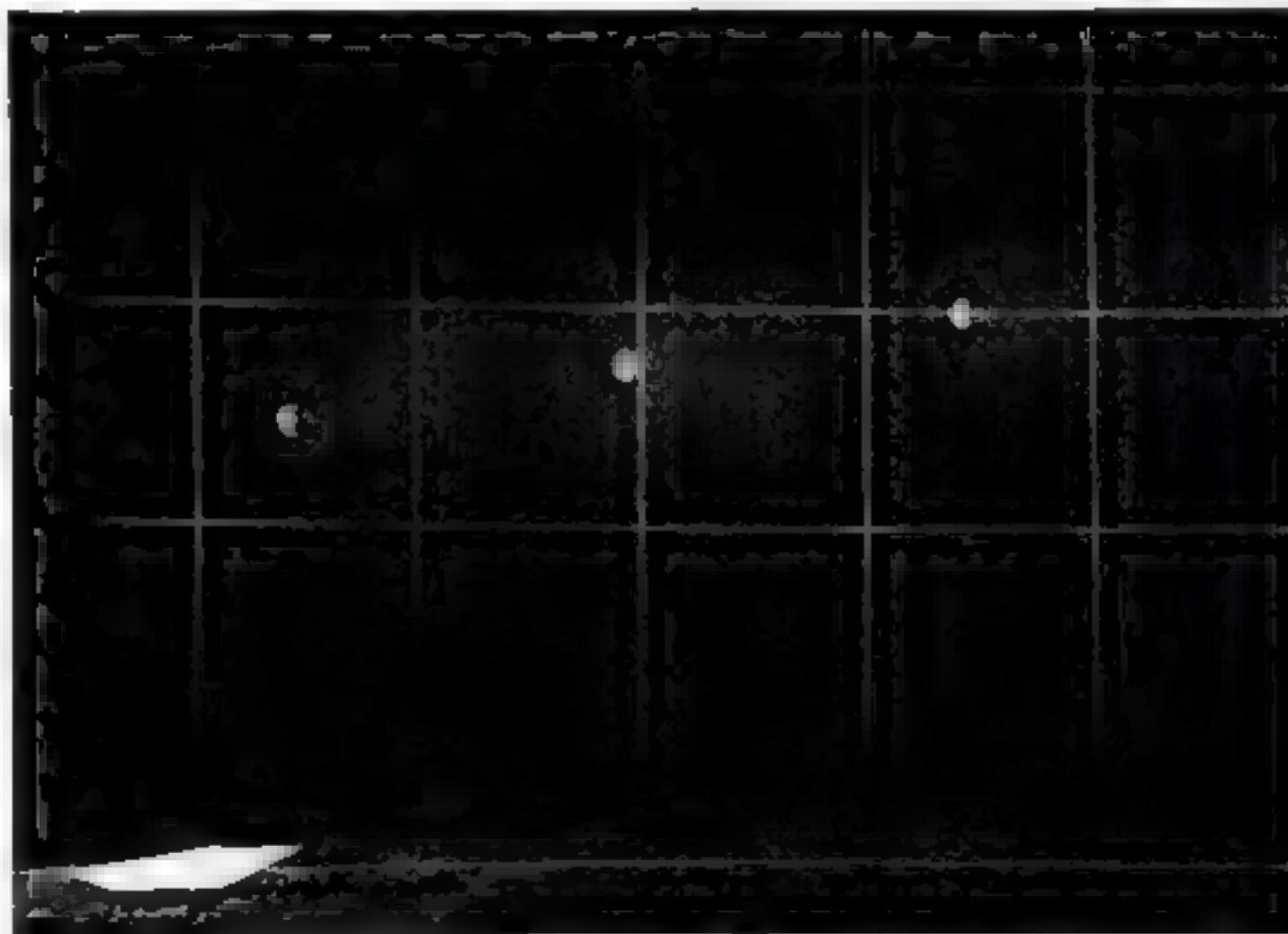
In a fast ball, where the pitcher throws a hard straight ball directly at the plate, the ball has fallen less by the time it has reached the plate than a ball with a "curve" on it. This is due to the fact that a fast ball



The rate of decline of Cy Blanton's fast ball (above) is less than that of the so-called curve (below). The marked-off squares measure 2 ft. and represent the last 2 ft. of the



Cy Blanton's down "curve" drops almost twice the distance as it nears the plate as the fast ball did. The power of gravity exerted itself much more forcefully on the



The side-arm "curve" drops toward the ground at a rate of decline somewhere between that of the fast ball and the "curve" drop. In addition to the correct placing

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1. A Quality Blend of choice mild smoking imports and domestic tobaccos

2. Finely Rolled to better filter the smoke

3. Vacuum-Cleaned to remove small tobacco particles

4. Rolled in expensive Champagne Paper

5. Modern Price, your savings will buy a new camera, radio or other luxuries you wanted

DOMINO



"AMERICA'S BEST CIGARETTE BUY"

SPRING DELIGHTFUL Surprises



Vitafied Comet Rice is the ideal staple. It combines with meats, fish, or fowl, blends with every flavor. Whether served as vegetable, side dish, cereal, or dessert. Comet's uses are many and delightful. Today Vitafied Comet Rice, enriched with Vitamin B₁, is a faster cooking, more healthful product. But there's no change in the famous Comet flavor, aroma and flakiness.

Free Recipes!

Send your Comet basket together with name and address for free copy of RICE RECIPES OLD AND NEW. Beautifully illustrated, this booklet gives dozens of rare good recipes.

COMET IS VITAFIED!

Vitafied is the name we've given the new Comet Rice. It means "fortified with Vitamin B₁". But in a larger sense it comprehends all operations of our new milling process which produces for you this better, more satisfying Comet Rice.

COMET RICE

COMET RICE MILL - BEAMONT, TEXAS



IS ABILITY TO PITCH AT DIFFERENT SPEEDS

is released with a straight, over-the-shoulder-and-down movement with every ounce of power concentrated on getting the ball off fast and true. Therefore, when a pitcher attempts to put "stuff" on the ball, the speed is less and the ball arcs downward sooner, making a more decided drop toward the ground. Some pitchers, notably Bobby Feller, throw so fast a ball that its downward curve is imperceptible and batters say that he has "hop" on it. This is another example of a batter's optical illusions.



front of the plate. Pitcher Blanton's fast ball drops more than a foot in covering that distance. The wide spaces between the images show that the ball is traveling fast.



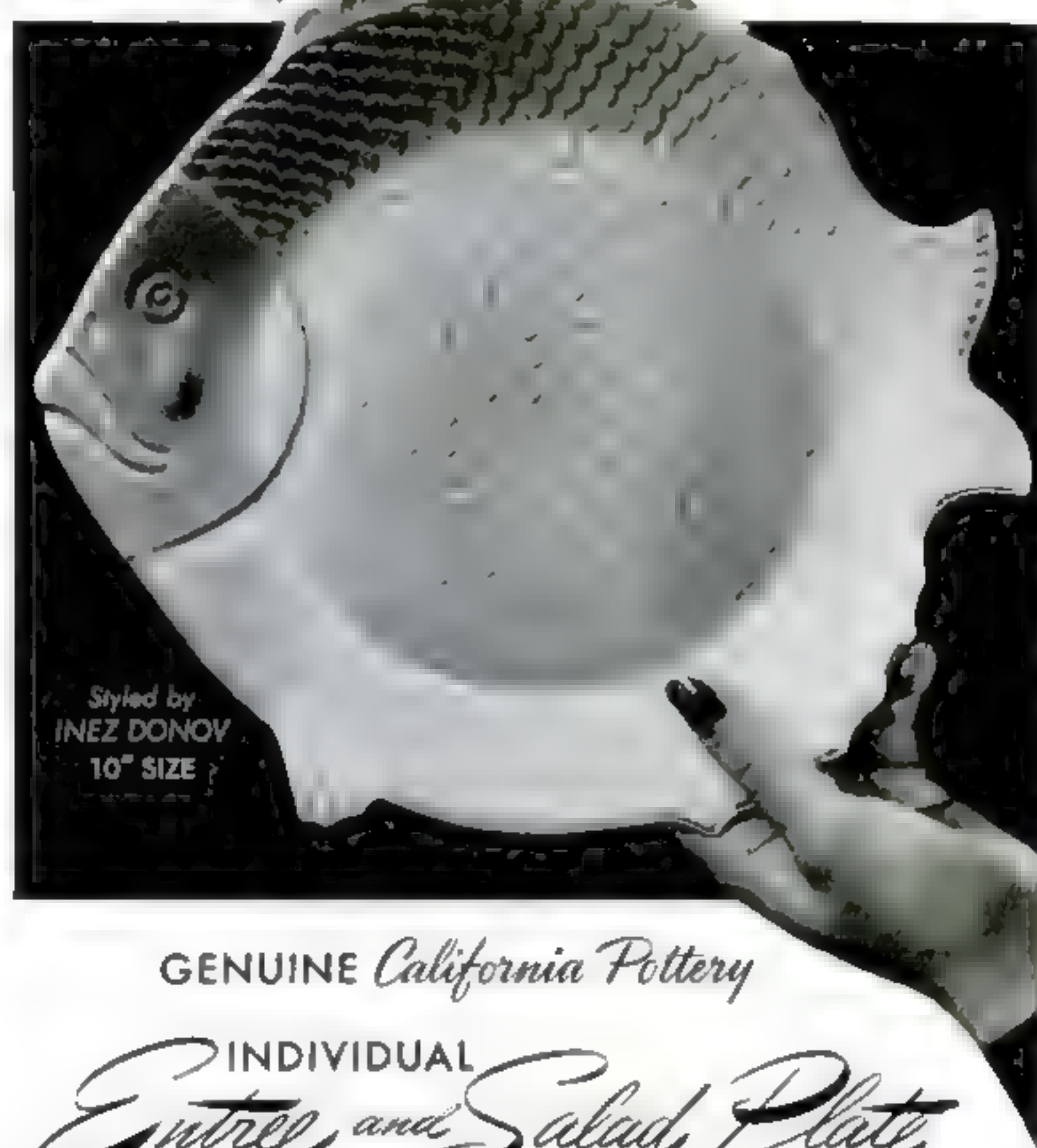
curve because ball was released at a slower speed. Note the shorter spaces between the images and the more pronounced arc of the downward path of the curve ball.



of the fingers on the baseball, the arc the arm describes (side arm, overhead and three-quarter pitch) also contributes to the degree that the pitched ball will drop.



New Glamour
for your table!



Styled by
INEZ DONOV
10" SIZE

GENUINE *California Pottery*

INDIVIDUAL
Entree and Salad Plate

Yours only
25¢

each and 6 labels from
**Chicken of the Sea Brand
Tuna or White Star Tuna**

Send six labels with 25¢ in cash, M O, or check (postage stamps not accepted) for each Entree and Salad Plate you wish. Simply write "Send me _____ Entree and Salad Plates" and print your name and address plainly. Send to Van Camp Sea Food Co. Inc., Terminal Island, California.

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Get six cans of this famous tuna today at your grocer's... and order your first Entree and Salad Plate. There are so many different ways of preparing tuna... both hot and cold... you'll want to serve it often... and your family will love it!

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THEATER





Between the performances the girls wander through the fair grounds, eating and watching sideshows. Opposite page: the rigors of carnival life begin to tell. The chorus collapses he-

side the bus after a long all-night trip from Northwood to Bloomfield, Iowa. Orchestra boys rode in bus with them but a vigilant chaperon forbade the girls to sit beside them.



Girls make up in the dressing tent before Bloomfield show, often find extra make-up compensates for unavailable washing facilities. Costumes, usually made by their mothers, cost

about \$70. Below, Dancing Debutantes appear in one of their four numbers on a big open stage before the fair ground's bleachers. The audiences come largely from nearby farms.



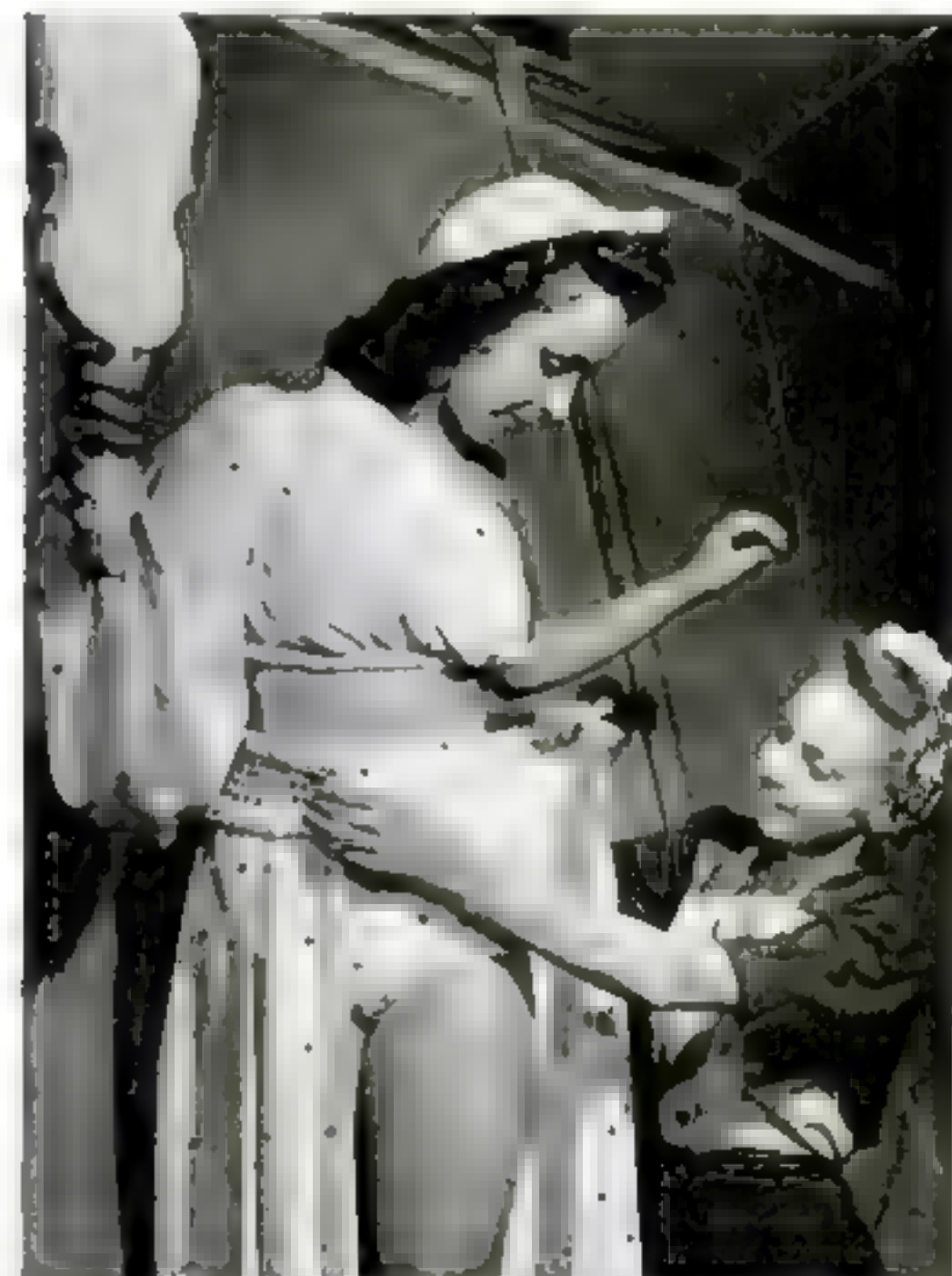
"DANCING DEBS" GO ON CIRCUIT

HIGH-SCHOOL GIRL CHORUS PLAYS 6,000-MILE SUMMER TOUR OF WEST

Of all the branches of show business, probably the roughest and toughest is the traveling carnival, which wanders every summer under weather-beaten canvas from one small-town fair grounds to the next. Because its principal attraction, the "carnies," or carnival girls, are traditionally bleach-haired, sad-eyed, low-paid creatures, the appearance in the business of the twelve sprightly youngsters on these pages is all the more startling a novelty.

Nine of them are juniors and seniors on summer vacation from high school in Des Moines, Iowa, the rest recent graduates. Bouncing about by bus under the name of the "Dancing Debutantes," the girls form the chorus of a circuit show called "Let Freedom Swing." When they disband in October, they will have covered some 6,000 miles in Iowa, Minnesota, Kansas, Nebraska, Missouri and Arkansas, netting each girl \$300 for the summer.

Behind the success of the act is a onetime professional chorus girl named Harriette McGivern, 28, who has trained successive groups of high-school girls for three years, prepared the choreography and designed the costumes, which are usually made by the girls' mothers. The girls themselves work hard for their money, do most of their own work, sleep through grueling bus rides, camp in cabins or tents. Sometimes their mothers drop in unexpectedly, but they always find the travelers are well-chaperoned. The daughters rarely miss their correspondence with boy friends back home in Des Moines. Moreover, as the girls like to explain, a job with the Dancing Debutantes is a sure augury of romantic success, for all the girls who started three years ago are now married.



For "Gypsy Violin Dance" (performed at left), Mary Sheehan is helped into costume. The summer's work will net her about \$300.



Knight (left) and Mary Joyce Lind save more by doing their own washing & ironing while Nucky Bartholomew waits her turn to economize and reads a love story



The washing of the feet, necessary preliminary to the display of same to evening audiences, is performed outside dressing tent by Jackie Hayes and Mary Sheehan.

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PANORAMA OF MARTINIQUE'S CAPITAL, FORT DE FRANCE, SHOWS BARRACKS AND GRAVEYARD IN LEFT FOREGROUND; PASTEUR INSTITUTE, LEFT BACKGROUND. AGAINST HORIZON

MARTI

U. S. MAY TAKE

Martinique is a tumbled little volcanic island on the edge of the Caribbean Sea, looking across the Atlantic Ocean directly at Dakar in Africa. For more than 300 years it has belonged to France, since Richieu sneaked it away from Spain. It has been seized and returned three times by England.

For a few days in August it was generally thought that the U. S. and its fellow American Republics would take Martinique away from France. The experts were undecided as to whether an assault or a blockade would be cheaper. Presently the moment passed, but it may return. Any day American citizens may wake up to find that they are the custodians of Martinique's 230,000 Negroes and 5,000 white men speaking French. On the following pages LIFE looks over the 383 square miles of property that is Martinique.

The most important thing in Martinique is \$368,000,000 in gold held for the Vichy government of France at Fort de Soix. The next most important is the French aircraft carrier *Bearn* (left) and the cruiser *Foote Bertin*, in the great harbor that could hold the entire U. S. Atlantic Fleet. Of daily decreasing importance are 100 American planes, sold to France and Belgium before their defeat, and now piled up on a Martinique hillside (lower left).

The chief war potential of Martinique is High Commissioner Georges Robert (right), who has been named by Vichy absolute dictator of all French possessions in the Western Hemisphere, including one uninhabited island off the Pacific coast. His armed forces include 2,000 white sailors and 1,000 native black soldiers, the two ancient forts guarding Fort de France, the capital of Martinique (above), and the warships in the harbor. He is expected to blow up the gold, should the U. S. attack. His subjects on Martinique are actually French citizens, not colonials, electing two deputies and a senator to the French Chamber. They are the elite of the French Empire, for Martinique and Guadeloupe are among the first



The aircraft carrier "Bearn," flying the tricolor on collapsible juck-staff, lies in vast Fort de France harbor with off-

icers' large (right) and sailors' launch (left). This old converted 23,000-ton battleship carries no planes, has 6-in. guns,



Martinique's American planes include metal Curtiss "Hell-diver" dive bombers in foreground and Curtiss "Hawk"

fighters, both good enough to fight anything on a U. S. aircraft carrier. Instruments and guns have been dismantled



FROM THE LEFT ARE MOUNTAINS, RADIO "VOICE OF THE ANTILLES," CATHEDRAL SPIRE, FORT ST. LOUIS, BEYOND WHICH HARBOR GOES FIVE MILES, RIGHT, RIVIERE MADAME

MARTINIQUE

FRENCH ISLAND

colonies France ever got. Black Martiniquais, several cuts above African Negroes, are used to govern many of France's other black colonies.

But today Martinique is meaningless. It can export little sugar, bananas, rum and pineapples past the two U. S. destroyers that patrol its harbor and notify the British blockade of any attempts at blockade-running. Only by favor of the U. S. can it get enough flour and gasoline and medicines to go on existing at all. Its chief export is a pro-Nazi propaganda bulletin, announcing for example that U. S. industry is paralyzed by strikes. Its chief imports are German Gestapo agents masquerading as refugees from France. The average Martinique adult, who used to drink 40 quarts of rum a year, is now stepping up consumption toward a quart a day. Meat, eggs, bread, shoes and clothing are expensive and rare. For all real purposes, Martinique is an orphan island, friendless but not forgotten.

The stare fixed on Martinique by the U. S. Navy is inspired by the fact that Nazi planes based on Martinique could knock out the Panama Canal and wreck American two-ocean defenses. The U. S. has an agreement with France permitting patrol by plane and ship of Martinique and Guadeloupe and requiring notification of the U. S. before Martinique's gold is moved. There is a U. S. air base abutting 40 miles south of Martinique at St. Lucia, another 250 miles north of Guadeloupe at Antigua. But a Nazi flying-boat fleet could drop on the harbor of Fort de France at any time, by way of Dakar and French Guiana. There is no airfield on Martinique for land planes.

This sad commotion is all focused on an island that is undoubtedly one of the most beautiful in all the Caribbean. People who dislike it have usually seen it in the last six months of the year, when it is rainy. True, it is also afflicted with leprosy, venereal disease, typhoid and malaria. But in the first six months, it is lovely. The scenery inland is superb, the people are extraordinarily polite, the life is slow and languid.



Dictator of all French possessions in Western Hemisphere is Admiral Georges Robert, instructed by Vichy to fight

any invasion by the U.S. Recent dispatches say he "yells so loud that he can be heard at Guadeloupe," 100 miles north.



The great coquette, Napoleon's Empress Josephine, was born across bay from Fort de France. Before her statue in Fort de France's park, *La Nourie*, stand two malatto *Leschies* (Martinique for mix girl, or *aller à faire l'aller*), holding up a skirt, as in picture, so that they can see their own legs. They are dressed in traditional Martinique costume with Malchistinae. Martinique was once a part of the West Indies.



Firemen of Fort de France, as incompetent as most French firemen, play hose in front of Palace of Justice park statue of Victor Schoelcher, called "France's Abraham Lincoln" because he freed slaves.



Sugar workers in rum factory push around chopped-up cane. Martinique Negroes are self-respecting but inefficient, average around 20¢ a day for this work, barely a living wage.

ITS NATIVE BLACKS HAVE GOOD MANNERS BUT BAD MEMORIES

Legend has it that the original Indians of Martinique or Mautinno (Flowery Isle) were warlike, armored women courted by head-hunters of nearby St. Lucia. They were long ago exterminated. Today Negroes compose 99% of the population. These Negroes, most of whom have some white blood, are almost unique. They are nearly all literate, educated at priest-run schools that kept their municipal subsidies even after France separated Church and State in 1905. They have the elaborate good manners of the 18th Century,

once learned and never forgotten. They are the kindest, gentlest and most conscientious people in the Caribbean. They are also remarkably stupid. It is said that a Martinique worker must be re-taught even the most elementary job every four weeks, year after year.

This might indicate that France had won the utter loyalty of its Martinique Negroes. But in fact the Martinique Negroes resent their white overlords. They are French to their fingernails, but they would welcome intervention by the U. S. just to annoy the whites.

Colored girls, many of them almost white, all wear school uniforms at Cathedral funeral for bishop. Schoolboys wear either berets or pith helmets. Most Negro children attend 100 public schools, get

scholarships at the Tyce Schoelcher and Ponsomnat College. The Church dominates education and has made most Martiniquais literate. White children go to private schools.





White aristocrats are Simon Cottrell and his young wife, varfed by her husband's standing in stirrups. Horses are Rogus and E. prout.



Mme Cottrell was born Yolande de Reynal, is 19 and very charming. She was married last October. She holds a kitten.



Wartime Cottrell is proud of guns, bayonet, sword, cane, old pistols and antlers. Propeller at right is from his crashed plane.



COTTRELL'S RUM FACTORY AT BOTTOM OF THREE-FORKED CANE SLIDE STANDS IN CLEARING

WHITES OF MARTINIQUE WAVE THE FRENCH FLAG

There are perhaps a hundred white families in Martinique that have stayed on the island for most of 100 years. They are proud to be called Martiniquais, though when they go to Paris for their education they get laughed at for their French. These people own and run Martinique, though educated Negroes often hold administrative jobs as high as judgeships. The whites have contributed white blood to the Martinique Negroes, producing a remarkably handsome race of half-breeds. They have also contributed fine manners and Catholic education, to a degree unmatched elsewhere under the French flag.

Simon Cottrell, shown on these pages, is of an old Martinique family. He is fanatically loyal to France and has heretofore hated the U. S. but he says that if the U. S. attacks Martinique, Martinique will occupy the U. S. by force. He feels a great deal about world politics and is somehow both anti-German and pro-Vichy. For all his shrewdness, his politics are at present as unreal as those of Marshal Petain.

He is a good horseman, sailor and plane pilot—his plane was destroyed in a storm last winter, a good scientist and a voracious photographer. He went to school in France, has visited the U. S. twice, currently hates the British. He has a flamboyantly high opinion of himself and Martinique. He meets the other Creole elite at the pretentious Club Lido on the hill northwest of Fort de France, which has a British Negro bartender. His own 500-acre sugar plantation is near Schockher, three miles outside Fort de France. He also owns a hundred head of cattle and a prize Santa Domingo bull.

Actually most of Martinique's whites would be benefited by U. S. occupation. They would be glad to get U. S. Navy funds and to sell sugar and rum again. They certainly do not want to see the Germans.



One Cottrell, kinsman of Simon, sells Esso gasoline, now very difficult to get, at his gas station and delivers it in a large tank truck.



Simon's kinsman Henri stores Simon Cottrell's rum (right) of the Case No. 6 (Ship Berth) brand. The Reynals (left) are in-laws of Simon.



Flit is sold by Cottrell with sign, "Why let yourself be devoured by mosquitoes when you have FLIT?"



The rulers of Martinique are a few hundred out of the 5,000 whites on the island, represented here by handsome young

M. and Mme Simon Cottrell. They are typical colonials, more French than the French, extremely class-conscious and hyper-

sensitive about their lovely island. Here after their midday meal pretty Mme Cottrell pours herhusband's native coffee

MARTINIQUE (continued)



First settler in 1635 was Pierre Belin, Sieur d'Emmambieu, whose family bought Martinique, took 300 Jewish refugees from Brazil in 1634. His statue stands on edge of Fort de France park. *The Nation* September 17, 1934. Photo by [unreadable]



Street scene in Fort de France shows at left a very pale mulatto, called a *Sangamé* (mixed blood). *The Nation* September 17, 1934. Photo by [unreadable]



Rivière Madame, a fault stream at western edge of Fort de France. At lower left, Rivière Monsieur, an east-flowing stream. Monsieur and Madame were names for Dauphin and his wife. *The Nation* September 17, 1934. Photo by [unreadable]

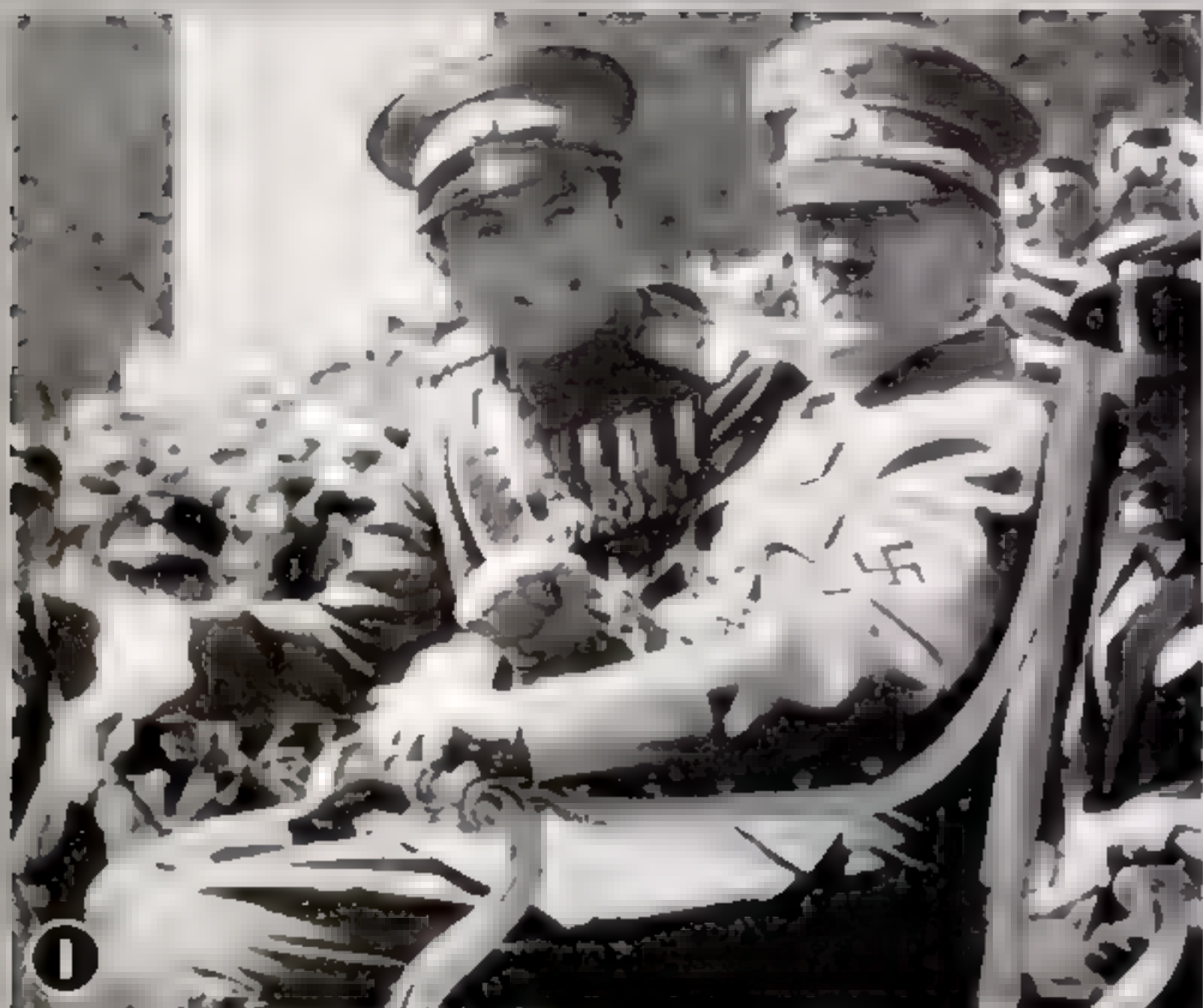


Rum-maker's house of M. Dr. Pigeon, a large Martinique rum producer, who has 10,000 gallons of rum in his distillery. *The Nation* September 17, 1934. Photo by [unreadable]



CHARPENTRIER

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MARTINIQUE IS NOW
PRACTICALLY EMPTY



The fall of Yugoslavia began when Prince Paul, the Yugoslav Regent, visited Hitler in Berlin in June 1941 and was greatly impressed by a German military parade held in his honor (picture No. 1). When Hitler last winter gave Yugoslavia the choice between joining the Axis or facing invasion, Prince Paul bowed. On March 27 his Prime Minister, Dragisa Cvetkovic,

joined to Vienna and signed the Axis Pact with Germany. On 30 March, the German invasion of Yugoslavia began. After the Yugoslav people elected King Peter II as King, the last and General Dusan Simovic became Prime Minister. The Serbs held great nationalist demonstrations and an American flag decorated Belgrade's lovely 3-story

skyscraper, the "Pravda" No. 1. Ten days later on Palm Sunday, Hitler invaded Yugoslavia. His Air Force bombed Belgrade so severely that President No. 1, which was built from the Romanian border 3 miles away. The dead and dying entered the streets (picture No. 5) and the Germans themselves estimated the dead at 1,000. The invasion of Yugoslavia had begun

CONQUEST IN YUGOSLAVIA

U. S. MINISTER GIVES FIRST OFFICIAL ACCOUNT OF BELGRADE BOMBING AND REVOLUTION WHICH PRECEDED NAZI ASSAULT ON BALKANS LAST SPRING

by ARTHUR BLISS LANE



ARTHUR BLISS LANE

Arthur Bliss Lane, U. S. Minister to Yugoslavia since 1937, is a career diplomat who has served the State Department for 25 years in Rome, Warsaw, Bern, Mexico City and numerous other capitals in both hemispheres. Last March he was at his post in Belgrade during the startling coup d'état which touched off the Nazi drive through the Balkans. He stayed on through the air bombard-

ment of the Yugoslav capital, returning to the U. S. via Lisbon in July.

Herewith Mr. Lane gives the first authoritative factual account of a much-discussed and generally misunderstood episode in World War II. Mr. Lane has asked the editors of LIFE to inform readers that payment for his article will be turned over to the Yugoslav Minister in Washington for war relief.

On Sept. 27, 1940, Germany, Italy and Japan signed in Berlin what is known as the Tripartite Pact, which, according to the published text, provides that the signatories will come to the aid of one another in the case that one of them is attacked.

It was the Yugoslav Foreign Minister, Mr. Alexander Cincar-Markovitch, who first advised me of the existence of the Three Power Pact when I called on him in Belgrade at 12.30 p. m. on Sept. 27, 1940. He had just received an official account from Berlin of the signature of the pact. The Minister, who at that time apparently had no inkling of the possibility that some day Yugoslavia would be given orders to sign the same pact, informed me that it was purely for the purpose of intimidating the U. S. While the Minister of Foreign Affairs would be considered the normal official from whom to obtain information regarding the attitude of the Yugoslav Government, I also followed the practice of talking from time to time with the Minister of the Court, Mr. Milan Antitch, perhaps the closest friend of Cincar-Markovitch, and who, because of his position, had closer contact with Prince Regent Paul than any other Government official. I found Mr. Antitch to be an excellent source of information, because through his mannerisms he often gave me a picture of what the Court and, consequently, the Government had in mind. When I asked Mr. Antitch on Oct. 2, 1940 what his opinion was as to the signing of the Tripartite Pact between Germany, Italy and Japan, he evidenced surprise, as though the significance should be apparent to anybody. On pressing him, he gave me the same answer which I had received from Cincar-Markovitch, namely, that the purpose of the pact was to intimidate the U. S. Other high officials gave me similar information.

The last conversation I had with Mr. Cincar-Markovitch was on March 22, 1941, at 6.30 p. m. On that morning I had received unsatisfactory information from Prime Minister Dragisha Cvetkovitch about Yugoslavia's attitude in the face of German pressure. His evasive answers left me in grave doubt as to whether Yugoslavia had not already capitulated. On that Saturday evening, therefore, I reminded Mr. Cincar-Markovitch of what he had told me the preceding September regarding the real purpose of the Tripartite Pact. I expressed my personal opinion that Yugoslavia's adherence would be an unfriendly act against the U. S. Mr. Cincar-Markovitch threw up his hands and said, in French, "How do I know what the purpose of the pact is? Only Germany knows that." I replied, with some bitterness, "I am surprised that Your Excellency would sign a pact of which you admit you do not know the scope." That was the last conversation that I had with any member

of the Government of Prime Minister Cvetkovitch.

In view of recent accusations that the Department of State and the American Legation in Belgrade meddled in Balkan affairs, the foregoing is of importance: If one is accredited to a government which from all outward appearances is about to sign a pact acknowledged by its responsible officials to be directed against the U. S., is the U. S. diplomatic representative expected by the American public supinely to accept the situation, or should he, in defense of the prestige of the U. S., make representations?

On March 23 I had my last interview with Prince Paul, during the course of which he admitted that he had until midnight to decide whether he would sign the Tripartite Pact. He gave me to understand that my official relations with him were virtually at an end. I left his palace with a distinct feeling of depression, for I felt the die was already cast, and not for the good of Yugoslavia. The next day Prime Minister Cvetkovitch and Foreign Minister Cincar-Markovitch left by special train for Vienna to sign the Tripartite Pact. On March 25, 1941, the pact was signed in Vienna.

Before I relate the events which quickly followed the signing by Yugoslavia of the Tripartite Pact, it is well to have in mind that on Feb. 13, 1941, Messrs. Cvetkovitch and Cincar-Markovitch left Belgrade for the Berghof, where they had a conference with Herr Hitler and Herr von Ribbentrop on Feb. 14. The Yugoslav delegates to this meeting, as well as other officials, later informed me that the German officials at the Berghof suggested the "advisability" of Yugoslavia joining the "New Order" in Europe, but that no ultimatum had been given to Yugoslavia by Germany to sign the Tripartite Pact. My official informants were, however, emphatic in stating that in no case would German troops be permitted to cross Yugoslav territory against Greece, which was Yugoslavia's ally under the terms of the Balkan Entente (comprising Yugoslavia, Greece, Rumania and Turkey); that Germany had stated in no uncertain terms that the influence of Great Britain in Continental Europe must be destroyed; and that, primarily, British troops in Greece must be expelled. For this reason Germany wished to insure Yugoslav neutrality in the event that Germany decided to move against Greece. In return Germany guaranteed Yugoslavia's territorial integrity, a guarantee which even Mr. Cvetkovitch admitted to me had no value, as later proved to be the case.

On the evening of March 3, 1941, Prince Paul left for his country estate at Brdo, a charming medieval castle situated in Slovenia, about 30 miles south of the German border. We were told at the time that he had gone to Brdo for a rest. The Simovitch Government told me later that Prince Paul had actually not stopped

CONTINUED ON NEXT PAGE



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AT BETTER MEN'S SHOPS AND DEPARTMENT STORES FROM COAST TO COAST



General Dusan Simovitch, former chief of staff of the Yugoslav Air Force (right), led the revolt against Axis Pact and chose Anton Nisichitch (left) as new Foreign Minister.

YUGOSLAVIA (continued)

at Brdo, but had continued in his private train to Berchtesgaden for a two-hour talk with Hitler. From what Prince Paul told me after his return from the north, I am led to assume, in view of Germany's subsequent invasion and dismemberment of Yugoslavia, that Herr Hitler must have threatened Prince Paul with the military annihilation of Yugoslavia in the event that he did not comply with German demands. The Prince had indicated to me the great difficulty of his position in the event that he did not collaborate with Germany. He had expressed apprehension that Germany would, in such case, divide Yugoslavia between Italy, Hungary, Bulgaria and Germany, and that Belgrade itself would be occupied within a few days. He also emphasized that German airplanes could reach Belgrade from the Rumanian border in a very short time, thereby indicating that a bombardment of the capital of Yugoslavia might be expected. In my opinion, Prince Paul's great aversity to bloodshed was mainly responsible for his submitting to Hitler's demands.

Prince Paul foresaw Russian War

On the other hand, another factor must be considered in understanding how Hitler was able successfully to bring pressure on Prince Paul: According to statements made to me months ago by the Simovitch Government, Hitler had told Prince Paul at the Berchtesgaden interview that he would attack Russia in the summer of 1941. In fact, Prince Paul himself expressed the opinion to me on one occasion that Germany would attack the Ukraine during this year. It was generally known in Belgrade that Prince Paul was anti-Soviet, that he had never forgiven the Bolsheviks for the murder of members of his family, nor for the confiscation of his family's lands in Russia. He was related, through his mother and through his wife, Princess Olga of Greece and Denmark, to the Imperial Russian Family. Through his uncle, King Peter I of Serbia, he had had close associations with Russia during the days of the Empire. Germany's invasion of the Soviet Union serves to confirm the information that Hitler persuaded Prince Paul to ally himself with Germany, the declared foe of Communism in Europe.

On March 27, 1941, shortly after 2.30 a.m., Mr. Ray Brock, correspondent of the New York Times in Belgrade, telephoned me that a "state of siege" had been declared and that all telephone communications in the city had been cut. He had contrived, however, to reach me on one line which had not as yet been suspended. Immediately after giving me this warning, that line was broken. I dressed hurriedly, requested my chauffeur to do likewise, and set forth in the automobile for the center of the city. We were unable to proceed by the usual route as all the main arteries were blocked by tanks. By 3.30 in the morning many American newspaper correspondents had come to the Legation. They, like ourselves, were in doubt as to whether a coup d'état had been effected or whether the Government was taking steps to prevent a move against it. Our military attaché, Lieutenant Colonel Louis J. Fortier, and I then proceeded towards the War Ministry, but were stopped two blocks away by a tank and a detachment of soldiers armed with machine guns. Fortier made his identity known and asked to see the officer in command. We waited some ten minutes before a youngish officer approached and with great emotion embraced Fortier. He then drew himself to attention and said to me in a voice vibrant with feeling, "I salute you in the

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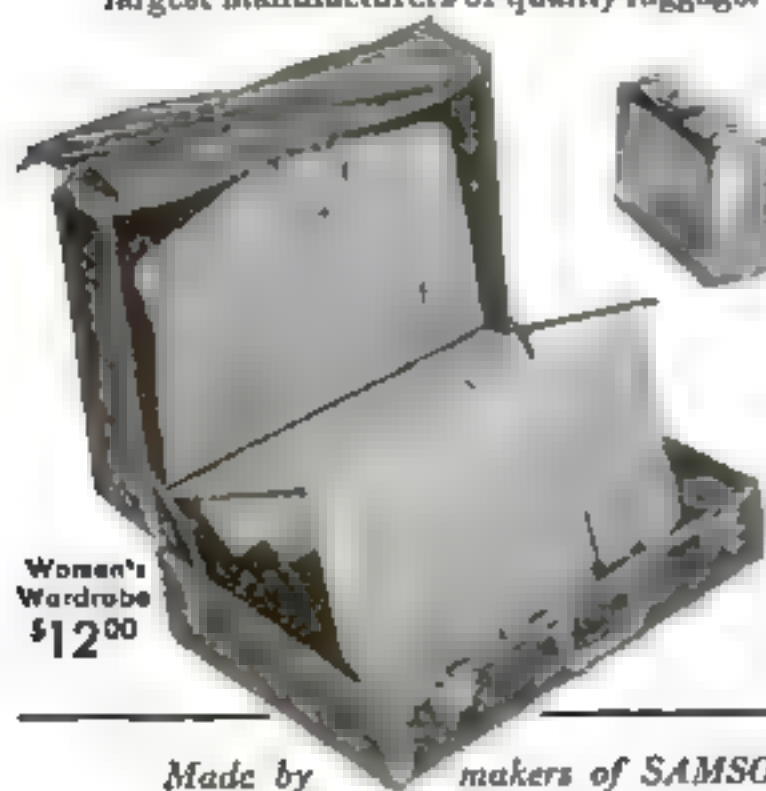


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General Dushan Simovitch, former chief of staff of the Yugoslav Air Force (right), led the revolt against Axis Pact and chose Anron Nintchirch (left) as new Foreign Minister.

YUGOSLAVIA (continued)

at Brdo, but had continued in his private train to Berchtesgaden for a two-hour talk with Hitler. From what Prince Paul told me after his return from the north, I am led to assume, in view of Germany's subsequent invasion and dismemberment of Yugoslavia, that Herr Hitler must have threatened Prince Paul with the military annihilation of Yugoslavia in the event that he did not comply with German demands. The Prince had indicated to me the great difficulty of his position in the event that he did not collaborate with Germany. He had expressed apprehension that Germany would, in such case, divide Yugoslavia between Italy, Hungary, Bulgaria and Germany, and that Belgrade itself would be occupied within a few days. He also emphasized that German airplanes could reach Belgrade from the Rumanian border in a very short time, thereby indicating that a bombardment of the capital of Yugoslavia might be expected. In my opinion, Prince Paul's great aversity to bloodshed was mainly responsible for his submitting to Hitler's demands.

Prince Paul foresaw Russian War

On the other hand, another factor must be considered in understanding how Hitler was able successfully to bring pressure on Prince Paul: According to statements made to me months ago by the Simovitch Government, Hitler had told Prince Paul at the Berchtesgaden interview that he would attack Russia in the summer of 1941. In fact, Prince Paul himself expressed the opinion to me on one occasion that Germany would attack the Ukraine during this year. It was generally known in Belgrade that Prince Paul was anti-Soviet, that he had never forgiven the Bolsheviks for the murder of members of his family, nor for the confiscation of his family's lands in Russia. He was related, through his mother and through his wife, Princess Olga of Greece and Denmark, to the Imperial Russian Family. Through his uncle, King Peter I of Serbia, he had had close associations with Russia during the days of the Empire. Germany's invasion of the Soviet Union serves to confirm the information that Hitler persuaded Prince Paul to ally himself with Germany, the declared foe of Communism in Europe.

On March 27, 1941, shortly after 2.30 a.m., Mr. Ray Brock, correspondent of the New York Times in Belgrade, telephoned me that a "state of siege" had been declared and that all telephone communications in the city had been cut. He had contrived, however, to reach me on one line which had not as yet been suspended. Immediately after giving me this warning, that line was broken. I dressed hurriedly, requested my chauffeur to do likewise, and set forth in the automobile for the center of the city. We were unable to proceed by the usual route as all the main arteries were blocked by tanks. By 3.30 in the morning many American newspaper correspondents had come to the Legation. They, like ourselves, were in doubt as to whether a coup d'état had been effected or whether the Government was taking steps to prevent a move against it. Our military attaché, Lieutenant Colonel Louis J. Fortier, and I then proceeded towards the War Ministry, but were stopped two blocks away by a tank and a detachment of soldiers armed with machine guns. Fortier made his identity known and asked to see the officer in command. We waited some ten minutes before a youngish officer approached and with great emotion embraced Fortier. He then drew himself to attention and said to me in a voice vibrant with feeling, "I salute you in the

CONQUEST IN YUGOSLAVIA

U. S. MINISTER GIVES FIRST OFFICIAL ACCOUNT OF BELGRADE BOMBING AND REVOLUTION WHICH PRECEDED NAZI ASSAULT ON BALKANS LAST SPRING

by ARTHUR BLISS LANE



ARTHUR BLISS LANE

Arthur Bliss Lane, U. S. Minister to Yugoslavia since 1937, is a career diplomat who has served the State Department for 25 years in Rome, Warsaw, Bern, Mexico City and numerous other capitals in both hemispheres. Last March he was at his post in Belgrade during the startling coup d'état which touched off the Nazi drive through the Balkans. He stayed on through the air bombard-

ment of the Yugoslav capital, returning to the U. S. via Lisbon in July.

Herewith Mr. Lane gives the first authoritative factual account of a much-discussed and generally misunderstood episode in World War II. Mr. Lane has asked the editors of LIFE to inform readers that payment for his article will be turned over to the Yugoslav Minister in Washington for war relief.

On Sept. 27, 1940, Germany, Italy and Japan signed in Berlin what is known as the Tripartite Pact, which, according to the published text, provides that the signatories will come to the aid of one another in the case that one of them is attacked.

It was the Yugoslav Foreign Minister, Mr. Alexander Cincar-Markovitch, who first advised me of the existence of the Three Power Pact when I called on him in Belgrade at 12.30 p. m. on Sept. 27, 1940. He had just received an official account from Berlin of the signature of the pact. The Minister, who at that time apparently had no inkling of the possibility that some day Yugoslavia would be given orders to sign the same pact, informed me that it was purely for the purpose of intimidating the U. S. While the Minister of Foreign Affairs would be considered the normal official from whom to obtain information regarding the attitude of the Yugoslav Government, I also followed the practice of talking from time to time with the Minister of the Court, Mr. Milan Antitch, perhaps the closest friend of Cincar-Markovitch, and who, because of his position, had closer contact with Prince Regent Paul than any other Government official. I found Mr. Antitch to be an excellent source of information, because through his mannerisms he often gave me a picture of what the Court and, consequently, the Government had in mind. When I asked Mr. Antitch on Oct. 2, 1940 what his opinion was as to the signing of the Tripartite Pact between Germany, Italy and Japan, he evidenced surprise, as though the significance should be apparent to anybody. On pressing him, he gave me the same answer which I had received from Cincar-Markovitch, namely, that the purpose of the pact was to intimidate the U. S. Other high officials gave me similar information.

The last conversation I had with Mr. Cincar-Markovitch was on March 22, 1941, at 6:30 p. m. On that morning I had received unsatisfactory information from Prime Minister Dragisha Cvetkovitch about Yugoslavia's attitude in the face of German pressure. His evasive answers left me in grave doubt as to whether Yugoslavia had not already capitulated. On that Saturday evening, therefore, I reminded Mr. Cincar-Markovitch of what he had told me the preceding September regarding the real purpose of the Tripartite Pact. I expressed my personal opinion that Yugoslavia's adherence would be an unfriendly act against the U. S. Mr. Cincar-Markovitch threw up his hands and said, in French, "How do I know what the purpose of the pact is? Only Germany knows that." I replied, with some bitterness, "I am surprised that Your Excellency would sign a pact of which you admit you do not know the scope." That was the last conversation that I had with any member

of the Government of Prime Minister Cvetkovitch.

In view of recent accusations that the Department of State and the American Legation in Belgrade meddled in Balkan affairs, the foregoing is of importance: If one is accredited to a government which from all outward appearances is about to sign a pact acknowledged by its responsible officials to be directed against the U. S., is the U. S. diplomatic representative expected by the American public supinely to accept the situation, or should he, in defense of the prestige of the U. S., make representations?

On March 23 I had my last interview with Prince Paul, during the course of which he admitted that he had until midnight to decide whether he would sign the Tripartite Pact. He gave me to understand that my official relations with him were virtually at an end. I left his palace with a distinct feeling of depression, for I felt the die was already cast, and not for the good of Yugoslavia. The next day Prime Minister Cvetkovitch and Foreign Minister Cincar-Markovitch left by special train for Vienna to sign the Tripartite Pact. On March 25, 1941, the pact was signed in Vienna.

Before I relate the events which quickly followed the signing by Yugoslavia of the Tripartite Pact, it is well to have in mind that on Feb. 13, 1941, Messrs. Cvetkovitch and Cincar-Markovitch left Belgrade for the Berghof, where they had a conference with Herr Hitler and Herr von Ribbentrop on Feb. 14. The Yugoslav delegates to this meeting, as well as other officials, later informed me that the German officials at the Berghof suggested the "advisability" of Yugoslavia joining the "New Order" in Europe, but that no ultimatum had been given to Yugoslavia by Germany to sign the Tripartite Pact. My official informants were, however, emphatic in stating that in no case would German troops be permitted to cross Yugoslav territory against Greece, which was Yugoslavia's ally under the terms of the Balkan Entente (comprising Yugoslavia, Greece, Rumania and Turkey); that Germany had stated in no uncertain terms that the influence of Great Britain in Continental Europe must be destroyed, and that, primarily, British troops in Greece must be expelled. For this reason Germany wished to insure Yugoslav neutrality in the event that Germany decided to move against Greece. In return Germany guaranteed Yugoslavia's territorial integrity, a guarantee which even Mr. Cvetkovitch admitted to me had no value, as later proved to be the case.

On the evening of March 3, 1941, Prince Paul left for his country estate at Brdo, a charming medieval castle situated in Slovenia, about 30 miles south of the German border. We were told at the time that he had gone to Brdo for a rest. The Simovitch Government told me later that Prince Paul had actually not stopped

CONTINUED ON NEXT PAGE



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name of His Majesty, King Peter II, who ascended the throne of Yugoslavia at 2:20 this morning." He also informed us that General Dushan Simovitch, Chief of Aviation, had assumed the Premiership. We later ascertained that this officer was one of the leaders of the revolt against the Cvetkovitch Government.

Ours was not the only legation to be taken by surprise. One of the diplomats who attended a dinner on the previous evening at the Swedish Legation told me weeks later that the German Minister and the military attaché of the German Legation had assured the other guests at midnight that all would be quiet now in view of Yugoslavia's adherence to the Tripartite Pact. The coup d'état was so skilfully executed that only the actual participants were aware of its preparation.

Yugoslavs cheer new Government

As soon as word of the coup d'état was known, Yugoslav and even the old Serbian flags were displayed on almost every building. Crowds of shouting, almost delirious peasants marched through the streets singing patriotic songs and shouting, "Down with the pact" and "Better war than pact." Many of these groups carried a large photograph of young King Peter—who last week passed his 18th birthday in England—as they made demonstrations in front of all those legations which they considered friendly to the cause of freedom. There must have been six or seven demonstrations in front of our Legation, as well as in front of the British and Greek missions. The early morning crowds shouted that we should raise the American flag over our building, but I hesitated to do so until I ascertained the real meaning of the coup d'état. When we learned that a national holiday had been declared and that all Government buildings were flagged, I gave orders to raise our flag. This action was greeted with great enthusiasm by the crowd which had massed outside the Legation, but there is no truth in the report that the flag was torn from my hands, or that I was lifted out of my automobile and carried on the shoulders of the demonstrators.

That same afternoon I had a short conversation at the Foreign Office where I was told that the coup d'état had been carried out with virtually no bloodshed. During the next few days I had several conversations with Prime Minister Simovitch, as well as with Foreign Minister Nintchitch. General Simovitch, an able general, impressed me with his modesty. He said that, while he hoped to avert war, he realized the gravity of the situation and was taking steps to put the country on a defensive basis. Troops which had been stationed in Croatia and in Slovenia for political reasons were now being moved to South Serbia. Mr. Nintchitch, an elderly statesman of a conciliatory nature, clearly set forth to me the new Government's position vis-à-vis Germany: the Tripartite Pact, as signed by Yugoslavia, provided that it would come into force immediately on signature. It was, in his opinion, still in effect. The new Government would therefore honor it. There was no question of repudiation. Ratification was unnecessary in view of its terms. The question which concerned the new Government was how the pact would be applied. That question would arise if and when the German Government made a request to transport troops or war material across Yugoslavia to be used against Yugoslavia's ally, Greece.

It was evident that the German and Italian legations expected war within the next few days. Instructions had been given by them

CONTINUED ON NEXT PAGE



General Mud failed to halt German advance. This staff car, bogged down in a field, was hauled out of the mire by peasants (probably dissident Croats or Hungarians).



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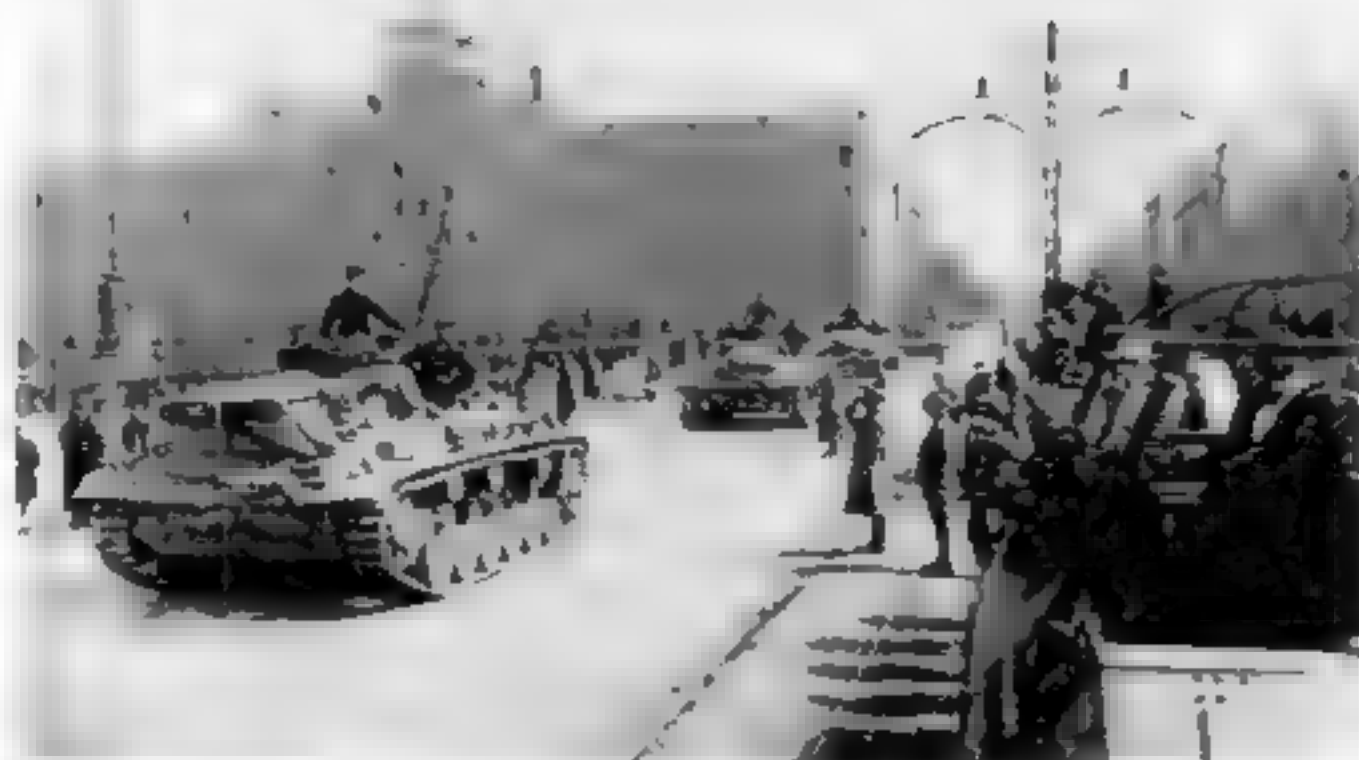
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PRESIDENT



The victors paraded in Belgrade after the occupation before General von Kleist (celebrating between the car tracks). Review was staged in the unbombed part of the city.

YUGOSLAVIA (continued)

to all of their nationals in Yugoslavia to leave the country at once. On the night of March 31 families of all Italian officials in Belgrade left by a special train. On the night of April 1 the German Minister left for Berlin. Herr von Heeren, whom I had known well in Belgrade, was a pleasant gentleman of the old school. His father had been Minister of the free cities of Bremen, Hamburg and Lübeck in Paris in 1869. It was he who had received orders from Bismarck to turn over his Legation to the Prussian Minister in Paris. Undoubtedly, due to his father's humiliating experience, Heeren, as German Minister in Belgrade, felt sympathy for the Austrian and Czechoslovakian ministers when he received from them the custody of their legations in 1938 and 1939, respectively. He was a tall, handsome, distinguished man, whose hair had grayed since the outbreak of the war and who generally was genial and smiling. On the night of his departure, however, his bearing was anything but genial—that night his face was set in an angry scowl. Contrary to his apparent belief, Yugoslavia's adherence to the Tripartite Pact had not been popular. The German Travel Bureau in Belgrade had been wrecked by stones thrown by imperious Serbian nationalists. When his car had gone through the streets of Belgrade on the morning of March 28, after the holding of a *Te Deum* ceremony in the Orthodox Cathedral, he had been subjected to verbal abuse from the same crowd which greeted the cars of the ministers of friendly countries with enthusiastic applause. He had not judged correctly the temperament of the Serbian people.

The last train leaves gloomy city

The exodus of the families of the German and Italian legations was a signal for the departure of the families of almost all legations. Every night during those last few days before the bombardment my wife and I said goodbye to four or five friends who were leaving suddenly, usually for Greece. On Friday, April 4, a special train left for Budapest at 3:10 p. m. This was the only train in the station and it was definitely understood that this was the last train to leave Belgrade for the outside world. As I said goodbye to George Wadsworth, who was on his way from Jerusalem to his new post as Counselor of our Embassy at Rome, I was impressed by the tenseness of feeling on that last trainful of passengers. The police let nobody except officials inside the station. Consequently, there was no waving crowd—only a quiet, solemn, uncertain body of travelers leaving Belgrade and their homes perhaps forever.

The reality of the possibility of the Government evacuating Belgrade became very apparent when the Chief of Protocol requested me on April 4 to help him ascertain the intentions of the various legations in Belgrade, whether they would remain in the capital or follow the Government. He said that the Government had decided to move first to Vrnjacka Banja, a watering place about 100 miles southeast of Belgrade. On April 5 a meeting of the diplomatic corps took place to formulate a policy in the event of evacuation. There was no unanimity as to procedure. Some ministers were leaving, others remaining. I had instructions from Washington to remain in Belgrade, and Robert B. Macatee, First Secretary of our Legation, was ordered to follow the Government. That same afternoon, April 5, I was confidentially informed that the German bombardment of Belgrade would commence the next morning at 6:30. We consequently transferred all secret documents to my residence so that they could be destroyed at once should it be necessary; removed the gaso-

CONTINUED ON PAGE 101

START
THE MEAL RIGHT
WITH A
WOW!



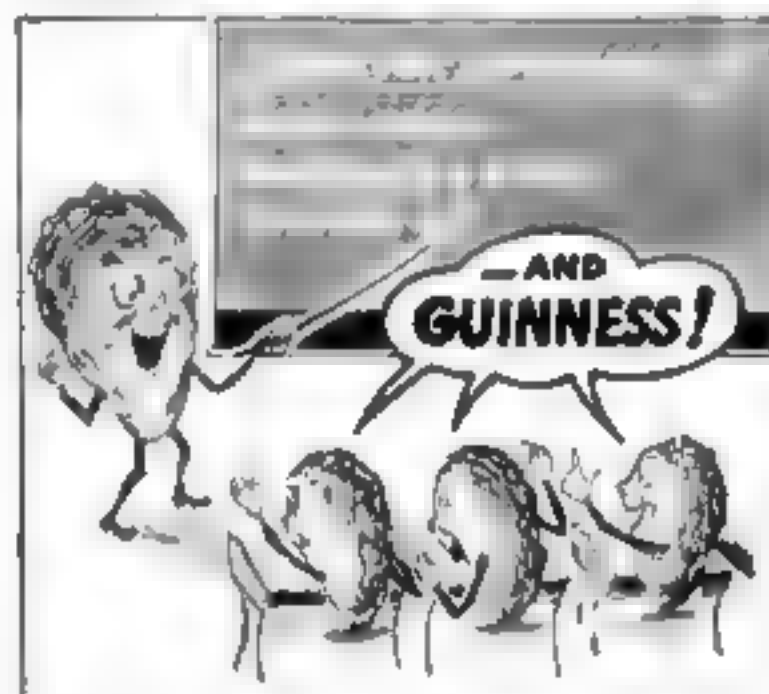
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GEORGE: Now you know what this shirt you bought for me feels like!

JULIA: Gk-gk—stop choking me, you brute!

GEORGE: I've been choking all day in a shrunk-up shirt because you forgot to look for the right label.

JULIA: What label?

GEORGE: The "Sanforized" label, dumb-puss. The one that says the fabric won't shrink more than a little 1%, by standard tests.

JULIA: Oh, that!

GEORGE: That... as you so lightly put it... means a shirt won't ever shrink out of size. And as you

may recall, I said you could get shirts with the "Sanforized" label in practically all makes and styles these days. At all prices.

JULIA: Sure, I know all about that.

GEORGE: The heck you do!

JULIA: Look in that right-hand pile. There's a new batch of shirts and shorts and pajamas I just got—all marked "Sanforized." They'll never choke you, but I ought to!

GEORGE: Why?

JULIA: Because you dug away down in the bottom to get an old shirt I bought before you ever told me to look for the "Sanforized" label!

"THE JOKE'S ON ME TODAY"



JULIA: Here you are, looking handsome in your slick-fitting shirt...and I'm popping out of a shrunk-up house dress. But then, it's a man's world!



GEORGE: Oh, it is, is it! Take a look at this big ad... full of women's wash dresses with "Sanforized" labels.

JULIA: My! In all kinds of materials... for no more than you usually pay! I'm going to get some today!



JULIA: Like my new dress? I found a lot of children's clothes and underwear marked "Sanforized," too!

GEORGE: Looks like the only things that are going to shrink around here are the violets in the garden!

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YUGOSLAVIA (continued)

line from the pump in our backyard, and made arrangements with the members of our staff and with the American newspaper correspondents to gather at my house in the event of trouble. There were intermittent air-raid warnings that night, together with a total blackout for more than an hour, caused by the cutting off of all electric current.

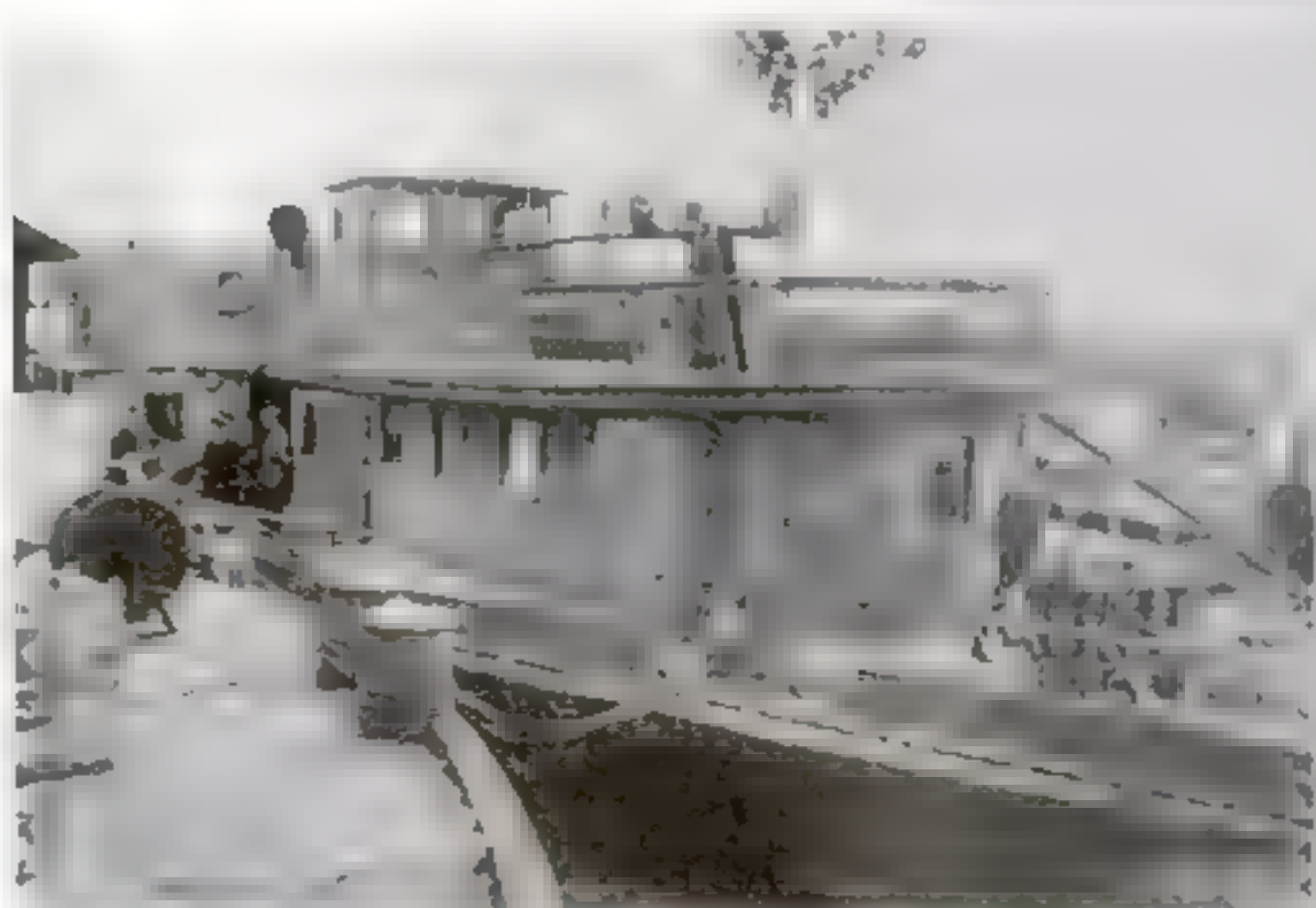
Planes arrive on Palm Sunday

On Palm Sunday morning, April 6, the aerial bombardment started at 7 10. Those of my staff who lived in Dedinje, residential section on the outskirts of Belgrade, saw the first planes circle over that part of the city, around the palace of the young King. The first bombs were dropped on King Peter's residence. Later, wave after wave of planes came over the city which was undefended except for anti-aircraft guns some eight miles away. These guns were completely ineffective against airplanes flying over the city proper. Bombs were falling in the neighborhood of our house. The building shook continuously, and after the first ten minutes of bombardment, many of our windows were shattered. We used our grand piano as an improvised air-raid shelter. Surrounding it with cushions and mattresses, eight of us lay underneath to protect ourselves from flying glass. Whenever there was a lull, Robert Hunter, of our staff, and I would proceed with the burning of confidential papers and would duck under the piano whenever we heard the whistling of a bomb. While we were under the piano there was a violent knocking at the front door. A peasant woman, with a multicolored handkerchief tied around her head, a whip in her hand, clamored to be taken in. She said it was her first trip to Belgrade, and her last. She had lost all her worldly possessions—her horse—which had run away in fright when a bomb had exploded near our residence. She joined us under the piano, as did Leon Kay, of the United Press, who was the first of the newspaper correspondents to arrive. Soon almost all the members of our official family had arrived. We were worried, however, about a young Texan from El Paso, Mercalf by name, who had arrived in Belgrade only a few days before from our Legation in Budapest. When one of his colleagues visited his apartment, which was dangerously near one of the largest bomb craters in the city, he found a note scribbled on the door, "Am O. K. Have gone into town for my usual Sunday morning stroll." Another of our employees, Cermak, was not so fortunate. He left his house that morning and was never seen alive again. His body was not recovered until April 27.

The second bombardment commenced at about 10:30 a. m., just as the British Minister drove up to say goodbye before leaving to join the Government in Vrnjacka Banja and to entrust us with the protection of British interests. Macatee also prepared to join the Government there. His plans were interrupted by a chauffeur who refused to leave unless the safety of his possessions in Belgrade was guaranteed. Ray Brock of the New York Times came quickly to the rescue, and his offer of services as chauffeur was immediately accepted.

An American student of Serb origin, Ned Marich, was struck by flying glass during the second bombardment on his way to the Legation. His femoral artery had been severed and he had already lost a large quantity of blood. Michael Ckimgo, of the International

CONTINUED ON PAGE 110



King Peter's royal yacht, the *Drac*, which he rarely used, was a luxury vessel and this one, built near Belgrade, is now a museum and is open to the public.

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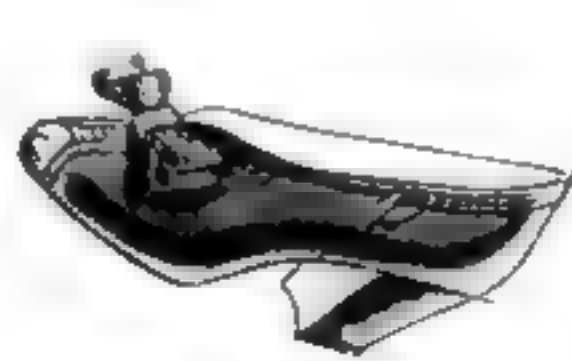
NANCY



You'll Step Out Smiling—from now on it's like "walking on clouds" for you in your lovely little Rhythm Step shoes! Fashions so smartly irresistible you'll want every pair of your new fall and winter shoes to be Rhythm Steps—the only shoes with weightless Rhythm Treads.



GLENWOOD



JANIE



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Rhythm Step Shoes Most Styles \$7.95 Slightly Higher Heel and Weight

Below is a partial list of Rhythm Step dealers—if your city isn't listed, write Johnson, Stephens & Shinkle Shoe Co., St. Louis, Missouri

<p>Akron, Ohio, A. Polsky Co. Albany, N. Y., W. M. Whitney Co. Atlanta, Ga., Byck Bros. Atlantic City, N. J., Boston Shoe Store Baltimore, Md., Nuttall Bros. Co. Beaumont, Texas, The Fashion Birmingham, Ala., Guarantee Shoe Co. Boston, Mass., C. F. Hovey Co. Bridgeport, Conn., Howland D. G. Co. Brooklyn, N. Y., Abraham & Straus Buffalo, N. Y., Adam, Meldrum & Anderson Canton, Ohio, The Parisian Store Chattanooga, Tenn., Miller Bros. Chicago, Ill., Carson Pirie Scott & Co. Cincinnati, Ohio, Rollman's Cleveland, Ohio, Higbee's Columbus, Ohio, Morhouse-Martens Dallas, Texas, Titcher-Gottlinger</p>	<p>Dayton, Ohio, Rike-Kumler Denver, Colo., Daniels & Fisher Des Moines, Iowa, Field Shoe Co. Detroit, Mich., J. L. Hudson Co. Elizabeth City, N. J., Levy Bros. Elmira, N. Y., The Gorton Co. El Paso, Texas, Guarantee Shoe Co. Erie, Pa., Halle Bros. Co. Evansville, Ind., Schultz Clook House Flint, Mich., Smith-Bridgman Co. Ft. Wayne, Ind., Fishman's Ft. Worth, Texas, Washer Bros. Grand Rapids, Mich., Herpoisheimer's Hartford, Conn., Sage-Allen Co. Hollywood, Calif., Broadway-Hollywood Indianapolis, Ind., Wm. H. Block Co. Jackson, Miss., The Emporium Jacksonville, Fla., Parcells</p>	<p>Jamaica, N. Y., B. Gross, Inc. Kansas City, Mo., Miller's Knoxville, Tenn., Miller's Lawrence, Mass., Cherry & Webb Little Rock, Ark., The M. M. Cobb Co. Lincoln, Neb., Miller & Paine Co. Long Beach, Calif., Quality Boot Shop Los Angeles, Calif., J. W. Robinson Co. Louisville, Ky., Fowler's Bootery Lowell, Mass., Walk Over Shoe Shop Memphis, Tenn., Cook & Love Miami, Fla., Burdine's Inc. Miami Beach, Fla., Burdine's Inc. Milwaukee, Wis., The Boston Store Minneapolis, Minn., The Dayton Co. Nashville, Tenn., Cain-Sloan Co. New Bedford, Mass., Cherry & Co. New Haven, Conn., Edw. Malley Co.</p>	<p>New Orleans, La., Gus Mayer Co. New York City, N. Y., Stern Bros. Oakland, Calif., Peters Bros. Shoe Salon Oklahoma City, Okla., Kerr's Omaha, Neb., Dressel Shoe Co. Peoria, Ill., Block & Kuhl Philadelphia, Pa., Strawbridge & Clothier Phoenix, Ariz., Bush Footwear Co. Pittsburgh, Pa., Joseph Horne Co. Portland, Ore., Meier & Frank Providence, R. I., F. E. Ballou Co. Reading, Pa., Pomeroy's Richmond, Va., Miller & Rhoads Rochester, N. Y., McCord's Sacramento, Calif., Weinstock Lubin Co. Salt Lake City, Utah, Z. C. M. I. San Antonio, Texas, Wolf & Mart San Diego, Calif., The Marston Co.</p>	<p>San Francisco, Calif., O'Connor, Moffatt & Co. Savannah, Ga., Globe Shoe Co. Schenectady, N. Y., The Carl Co. Scranton, Pa., Celand Simpson Co. Seattle, Wash., The Bon Marche South Bend, Ind., Paul O. Kuehn Springfield, Mass., Manning-Armstrong St. Louis, Mo., Star-Baer & Fuller St. Paul, Minn., The Golden Rule Tampa, Fla., Weil-Mess Shoe Sales Toledo, Ohio, Lamson Bros. Co. Tulsa, Okla., Brown & Boot Shop Washington, D. C., Joseph De Young Waterbury, Conn., Manning-Armstrong West Palm Beach, Fla., Burdine's Inc. Wichita, Kansas, Walker Bros. Wilkes-Barre, Pa., Pomeroy's Worcester, Mass., Heywood Shoe Store</p>
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How's your "Pep Appeal"?

—by Davis



The Lawyer: Gentlemen of the Jury, there comes a time in every man's life when...



The Lawyer: How was I, sweetie?

His Daughter: Very logical, Dad. But where's that old fire—you know, that old zip, zest and zowie? You need more *pep appeal*! I'll bet you're not getting all your vitamins.



Daughter: There, my learned Mr. Counsel for the Defense, is your first lesson in getting your vitamins. A dee-licious cereal called KELLOGG'S PEP that's extra-rich in the two vitamins that are least abundant, and thus more needed, in ordinary diets.

The Lawyer: Hold on a minute! With all that vitamin talk, why didn't you tell me it tastes good too? Why this is the most delicious cereal I ever tasted!



The Lawyer: Gentlemen of the Jury, now that counsel for the defense has discovered vitamins and KELLOGG'S PEP, before long things are going to be different around here.

Daughter: Well, where there's pep there's hope!

Vitamins for pep! Kellogg's Pep for vitamins!

Pep contains per serving: $4/5$ to $1/3$ the minimum daily need of vitamin B₆ according to age; $1/2$ the daily need of vitamin D. For sources of other vitamins, see the *Pep* package.

MADE BY KELLOGG'S IN BATTLE CREEK

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Behind improvised white flags 16 Yugoslavian soldiers splashed across a shallow stream to surrender to the Germans. The "flag" in foreground is somebody's shirt.

YUGOSLAVIA (continued)

News Service, who had had medical training, promptly applied a tourniquet and saved Marich's life.

After the first two bombardments of Belgrade that morning we decided it would be unwise for any member of the staff to remain in the center of the city. Consequently, all of us moved out to Dedinje, where Macatee, Commercial Attaché and Mrs. Rankin, and Second Secretary and Mrs. Bonbright all had residences. My wife and I stayed with the Rankins until our final departure from Belgrade on May 17. Others of the staff accepted the hospitality of Macatee and the Bonbrights.

U. S. diplomats dodge a dive bomber

That afternoon the Rankins and ourselves drove into town to bring out to Dedinje Miss Stella Baird of Seattle, Wash., who had been rendered homeless by the morning bombardment, and Alexis Gavriloff, the Legation telephone operator, and his wife, who had been living on the top floor of our Legation. We also wished to salvage some of our provisions and clothing. I took Miss Baird and Mrs. Gavriloff in my car and stopped at the Apostolic Nunciature to call on the Nuncio, dean of the diplomatic corps. Nobody answered the bell. Nobody seemed to hear the horn of the car. While waiting outside his house a terrific bombardment took place. The noise was deafening, and on this occasion the Stuka planes flew very low. We sped in the car toward Dedinje. In front of us I noticed a Stuka diving to bomb an automobile about 200 yd. ahead of us. As automobiles in motion attract the attention of bombing pilots, I stopped my car. We hurried on foot across the road into the Krag-geevitch Park where we lay face-down under a tree with our hands pressed tightly to our ears. We heard a terrific explosion, raised our eyes and saw a house about a block away crumble to the ground. After about a half hour on the grass, a Serbian who had also taken refuge there advised us that there was an air-raid shelter about 30 yd. away. Even though the air-raid shelters were flimsily made, we decided to enter.

When we emerged, a half hour later, we found the spot where we had formerly been lying covered with debris. Fifty yards away a direct hit had been scored on another air-raid shelter, causing the death of approximately 150 persons. We reached Dedinje safely, but on the way noticed great damage to buildings and other property.

The bombardment recommenced on Monday, April 7, and from the Rankins' house at Dedinje we could see Belgrade in flames and smoke. That afternoon Rankin, Hunter and I drove into town. We wished to check up on the condition of the office and our residence, as well as to endeavor to find Mrs. Mabel Grouitch, a well-known American, the widow of the former Yugoslav Minister in London. Our offices were intact, but Mrs. Grouitch's apartment had been partially demolished. The porter said that she had been able to escape to Dedinje. A great many incendiary bombs had been dropped in the center of the city where there were no military objectives. Houses were burning—the heat so terrific that our faces were scorched as we drove by at 30 m.p.h. The Belgian and German Legation residences had been gutted by fire. Streets everywhere were filled with rubble and broken glass. Our Legation seemed intact as we passed the facade, but on looking through the driveway we saw that the rear of the building was a mass of ruins. In the short

block on which our house was situated seven bombs had been dropped. The homes on each side of ours had been destroyed: in one, two persons had been killed. That night the city was one huge mass of flames. Fortunately, unseasonable snow fell for the next two days, preventing further air attacks and helping to extinguish the fires.

On Good Friday, April 11, three Hungarian planes dropped bombs in the center of the city, killing hundreds of persons. There was no further bombardment of Belgrade. The suffering of the city had been intense. There was no food to be had, no water, no electricity, no telephone or telegraph service, no police—chaos prevailed. Many who had been rendered homeless died from exposure. Later the German Legation estimated the number of deaths at 15,000.

Although Belgrade had been declared an open city, which should automatically preclude it from bombardment, the diplomatic corps on April 8 appealed to General Simovitch again to declare it undefended. Colonel Fortier sped by car to the General's headquarters at Pale, near Sarajevo, obtained this guarantee, which he took to the Hungarian border, whence it was taken by Outerbridge Horsey, Secretary of our Legation, to Budapest. Our Legation turned it over to the German Minister in Budapest for transmission to the Government at Berlin.

First Nazis arrive in Belgrade

Early on the morning of Saturday, April 12, the Yugoslavs blew up the three bridges across the Danube and Sava Rivers at Belgrade. The loud detonation shook even our house at Dedimje three miles away. That evening the first contingent of German troops entered Belgrade—an officer and twelve motorcyclists—who arrived by boat across the Danube from Panchievo and formally took possession of the city. On Easter Sunday morning, April 13, the German mechanized troops poured into Belgrade from the southeast. Traffic signs in German had early that morning been set up. There was no confusion—on the contrary, an overpowering efficiency. The people of Belgrade accepted the occupation with bitterness, but with resignation. Their heads were held high and except for minor cases of sniping at night, no violent resistance was made. We saw with our own eyes German troops looting shops, backing trucks to the very doors and removing all the goods; my wife saw them empty the Belgian Legation of provisions. Even the toys of the Minister's children were taken. Having been entrusted with the protection of Belgian interests, we protested, but to no avail. Thirty thousand liters of gasoline belonging to our Legation were also confiscated. We obtained no redress.

On April 16 notices, signed by the German commandant, were posted throughout the city that all Jews must report at Tas Majdan Square at 8 a. m. on April 19 (the Jewish Sabbath). The second sentence read in Serb and in German: "Those who do not report will be shot." Men and women who reported were given yellow armbands which must be worn continually. Jews were not permitted to frequent the market places before 10:30 a. m. After this hour bread and other necessities were unobtainable. They were prohibited from working for compensation, but were made to sweep streets, tear down remains of bombed buildings and excavate bodies. Weeks later, when street-car service was resumed, each car bore the inscription: "Jews prohibited."

In general, the German military authorities were more courteous to other legations than to ours. To cite an example: In order to co-

CONTINUED ON NEXT PAGE



Thousands of Yugoslav prisoners were corralled by Nazis who claimed to have taken 320,062 prisoners in all. Many of these men are now doing manual labor in Germany.

A welcome sight!



Blackie: "Notice how many people greet us, Whitey!"

Whitey: "You bet... and they're the nicest folks in town!"

● Naturally, Black & White gets a warm welcome every time! For this great Scotch has a character that greets you with magnificent flavor and rare bouquet! For welcome satisfaction—ask for Black & White



EIGHT
YEARS OLD

"BLACK & WHITE"

The Scotch with Character

BLENDED SCOTCH WHISKY • 86.8 PROOF

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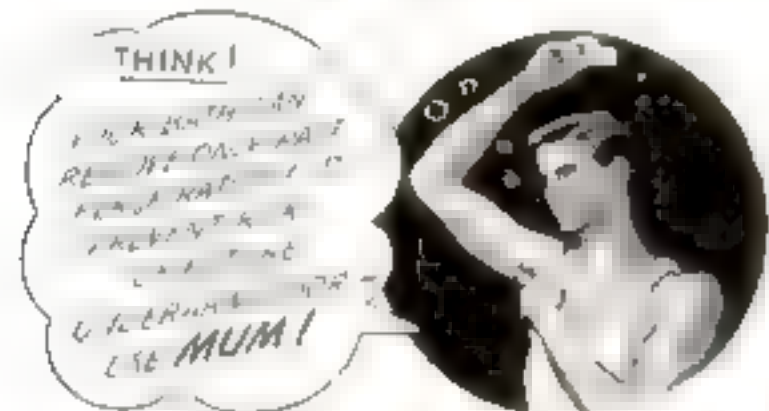
Ben's I.Q. was way up —but the world turned him down



BEN'S PROFESSORS called him "The Brain." Pretty girls called him "The Profile." But the closer Ben got to a girl, the more distant she became. For brains and good-looks go begging—when a man has underarm odor.



IN BUSINESS Ben figured his high-powered brains would zoom him up the hill to success in high. Imagine his embarrassment when he stalled! Ben was going nowhere fast—when a newspaper ad pulled him up—



NOW THAT BEN uses Mum every day, he's going places! He always had brains and personality—Mum gave them a chance to get across. Underarm odor keeps many an able citizen down—until he plays safe with Mum!

• NO MAN can afford to take chances with underarm odor. Remember your daily shower only takes care of past perspiration, but Mum prevents risk of odor to come. A quick dab of Mum—30 seconds to apply—prevents underarm odor all day or evening long. Harmless to skin and shirts—does not stop perspiration. Get Mum today!

A Product of Bristol-Myers Company

MUM TAKES THE ODOR
OUT OF PERSPIRATION

YUGOSLAVIA (continued)

ordinate the activities of the American Red Cross which had been set up under the Presidency of George H. Schellens, an American citizen who had lived 18 years in Yugoslavia, it had been arranged for him and me to call on the *Feldkommandant* at 11 a. m. on Sunday, April 20. After waiting at his office for some 15 minutes, word was brought to me by his adjutant that in view of the uncomplimentary phrases which my President had used against the Führer, the General would not be able to receive me on the Führer's birthday! Naturally, I did not attempt further to interview him.

The German Legation had advised all diplomatic missions that it would be "wise" to leave Belgrade as soon as possible, but no time limit was set. Being unable to communicate with the outside world to obtain instructions, I finally decided on the advice of the Rankins, who had been through the same difficulty in occupied Belgium, to drive by automobile to Budapest. Accompanied by Miss Baird, Vice Consul and Mrs. John L. Calnan, I left at 7:30 a. m. on April 27. We crossed the Sava River at Belgrade by pontoon bridge and the Danube at Novisad by improvised ferry. All Slav names in Novisad had been changed to the Hungarian equivalents—even the name of Novisad had been changed to Ujvidek. The trip to Budapest was uneventful. We noted that the extensive defense works which the Yugoslavs had constructed along the former Hungarian border had served no purpose. The Hungarians had pushed on unimpeded after the collapse of the Yugoslav armies and the signing of the Yugoslav armistice with Germany and Italy. Nevertheless, Hungarian troops in trucks decorated with lilacs and Hungarian flags assumed the air of conquering heroes. On arrival in Budapest that Sunday evening, I telephoned the Department of State in Washington and received verbal instructions to return to Washington as soon as possible. I also was authorized to evacuate the American colony at Belgrade by Danube River steamer to Budapest. In Budapest people were oblivious of what was really happening in Belgrade. I could not help wondering whether the people of the U. S. were likewise unaware of the striking power of the German Army and of the danger of any such *laissez faire* attitude as the Yugoslav Government of Cvetkovitch had maintained.

I returned to Belgrade in a few days. We made plans as rapidly as possible to leave Yugoslavia, said our goodbys and boarded the river steamer, together with some 40 members of the American colony, at 7 o'clock in the evening of May 16. Members of the German and Italian legations courteously came to the boat to say farewell. However, due to the possible existence of mines in the Danube the steamer did not sail until dawn on May 17. As all foreign diplomats were requested to leave Belgrade by the German authorities, our Legation, as such, was closed.



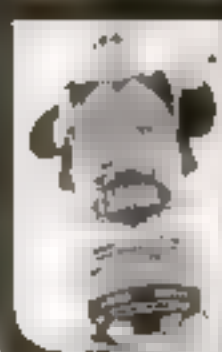
In Sarajevo mud-splattered German troops lined up for a review before the historic City Hall where Archduke Ferdinand started on his ill-fated ride on June 28, 1914.

DRAINBOARDS not just visibly clean but CLOROX-CLEAN!



THERE'S an important difference in the sanitary results obtained by various household cleansing methods. Clorox in routine cleansing makes tile, enamel, porcelain, linoleum, wood surfaces not just visibly clean but hygienically clean. It's easy to make the "danger zones" in your home Clorox-clean. Simply follow directions on label. *"When it's CLOROX CLEAN it's hygienically clean!"*

AMERICA'S FAVORITE BLEACH AND HOUSEHOLD DISINFECTANT



**Ultra-refined
CLOROX**
FREE FROM CAUSTIC
BLEACHES - DEODORIZES - DISINFECTS
REMOVES NUMEROUS STAINS
...Even Starch, Mildew

Can't Keep Grandma In Her Chair

She's as Lively as a Youngster—
Now her Backache is better

Many of our people suffering backache, rheumatism, or other ailments, that the real cause of their trouble may be tired kidneys.

The kidneys are Nature's chief way of taking the excess acids and waste out of the blood. They help most people pass about 2 pints a day.

When the work of the kidneys gets a little out of order, the body is unable to get rid of the waste products of metabolism, beginning with the acids, which cause the aches, pains, and stiffness.

Don't wait until you're 60 to get Dr. Doan's Pills. It's as easy as taking a glass of water to get rid of the waste products of metabolism.



"WHO SAID
GOOD BLADES
HAVE TO BE
HIGH PRICED?"

Shave and Save with Marlin
Blades! Sold everywhere

DOUBLE EDGE
20 FOR 25¢
Single Edge 15 for 25¢

Marlin SMALL BLADE **Blades**

Guaranteed by Marlin Firearms Co.—Fine Guns Since 1870

U.S. GOVERNMENT ADVISES INSULATION OF HOMES AS NATIONAL DEFENSE MEASURE TO SAVE FUEL

U. S. BUREAU OF MINES ISSUES
OFFICIAL BULLETIN INFORMING
HOME OWNERS THEY CAN SAVE
UP TO ONE-THIRD ON FUEL WITH
PROPER MINERAL-WOOL INSULATION

But expert installation of the Mineral Wool is important, too—and only Johns-Manville can offer you the practical experience gained through insulating more than half a million homes.



Snow on the roof tells the insulation story. The house on the left is wasting fuel, but the house on the right is saving it.

You can see that the heat has "leaked" through the roof on the left to melt the snow, while on the house next door the heat has been kept in . . . away from the snow. Fuel bills? Well, if your roof leaks enough to melt the snow on a cold day you're paying out money for heat that you're not enjoying . . . and that now you have no right to waste. But a house like that on the right, insulated with "J-M" "Blown" Rock Wool 3½ inches thick, has protection equal in insulating efficiency to a wall of concrete eleven feet thick!

In winter, warmer more comfortable rooms . . . less discomfort from drafts, less wear and tear on furnace equipment—and a real, added protection against the hazards of fire.

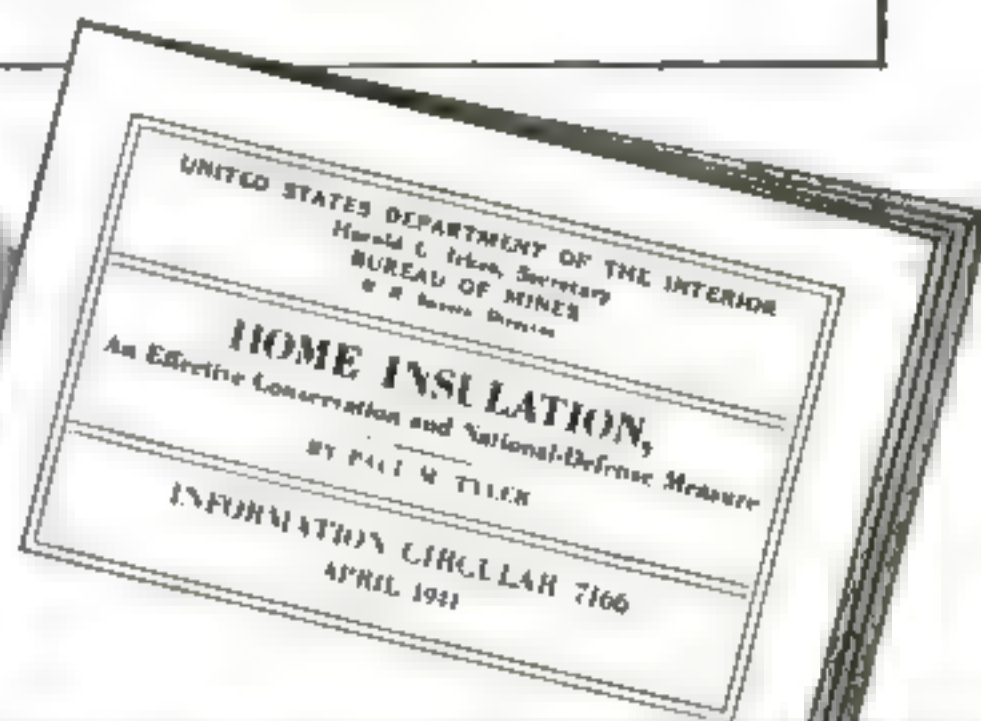
CONVENIENT MONTHLY INSTALLMENTS .. NO DOWN PAYMENT

While "J-M" Rock Wool Insulation is actually and literally "comfort that pays for itself," its original installation cost varies, of course, as houses vary. But fuel savings make it easy to buy, and time payments may be spread over 12 to 18 months. On the subject of costs, however, the Bureau of Mines Bulletin, as quoted below, sums up the story in simple and convincing terms . . . gives findings based on thorough study and impartial tests.

So send for your government bulletin today. You'll find it interesting and helpful reading. Just clip and mail the coupon, and a reprint of this 12-page official bulletin will be sent to you promptly.

SEND FOR THIS **FREE**
OFFICIAL GOVERNMENT BULLETIN
ON HOME INSULATION

Here's what it says about costs: "The tests prove that insulation, in this case Mineral Wool, does not cost the house owner a cent. It begins to pay for itself the day it is installed and continues to do so as long as the house is occupied."



Just clip and mail this coupon today!

JOHNS-MANVILLE, Dept. L-A-9, 22 E. 40th St., New York. Please send me a FREE reprint of the U. S. Bureau of Mines Information Circular, "Home Insulation, An Effective Conservation and National-Defense Measure."

Name _____

Street _____

City _____ State _____

IF YOU'RE BUILDING A NEW HOME of course you want to insulate as an investment as well as for comfort. Your Building Materials Dealer will show you "J-M" Rock Wool batt form, made especially for the insulation of homes under construction.

Fuel-Conservation officials urge every house owner to make this pledge and to display this official "sticker."



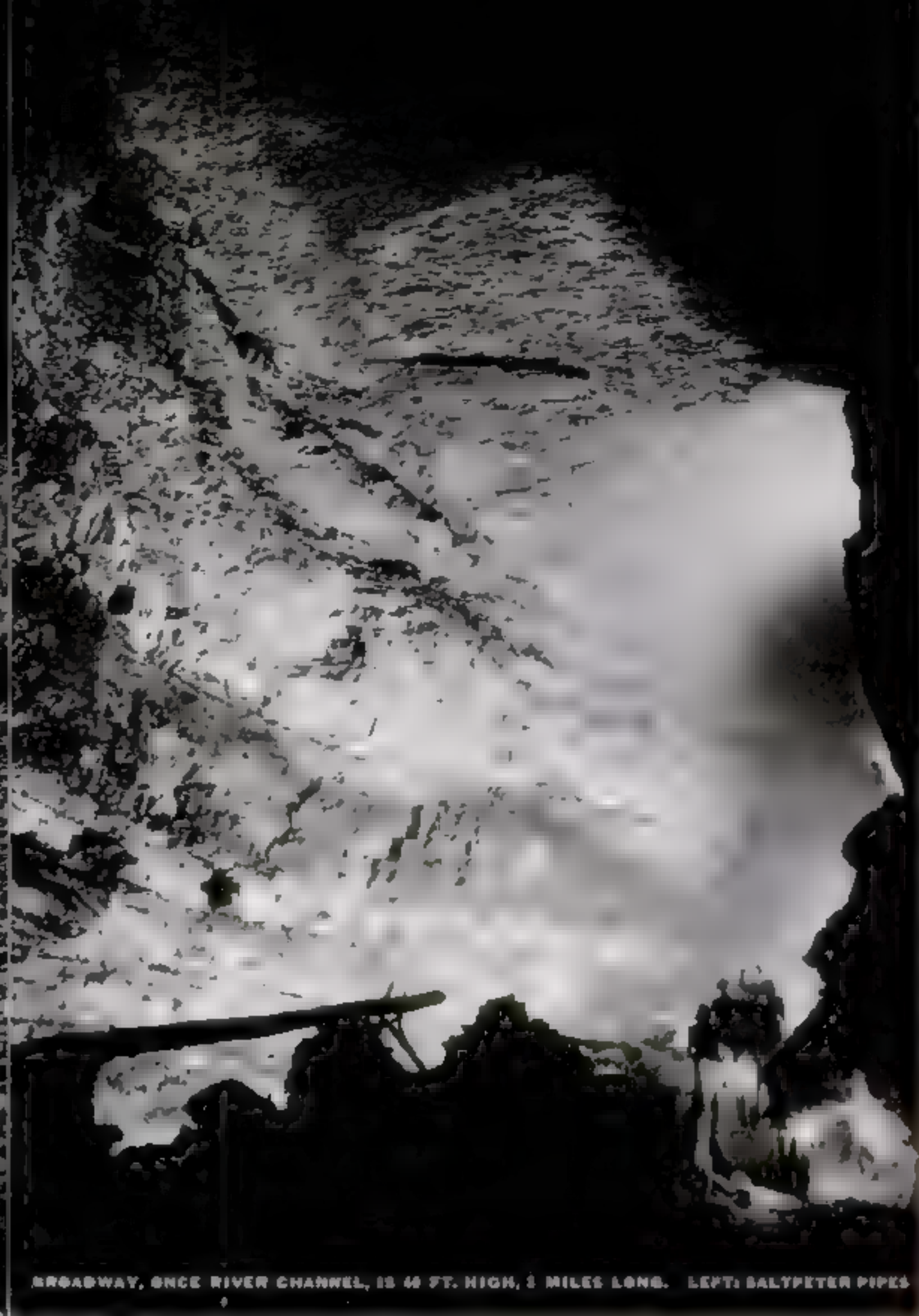
Johns-Manville

"BLOWN" ROCK WOOL HOME INSULATION

Life Goes to a Party



"HISTORIC ENTRANCE" IS THE NATURAL PORTAL THROUGH WHICH CAVE WAS FOUND



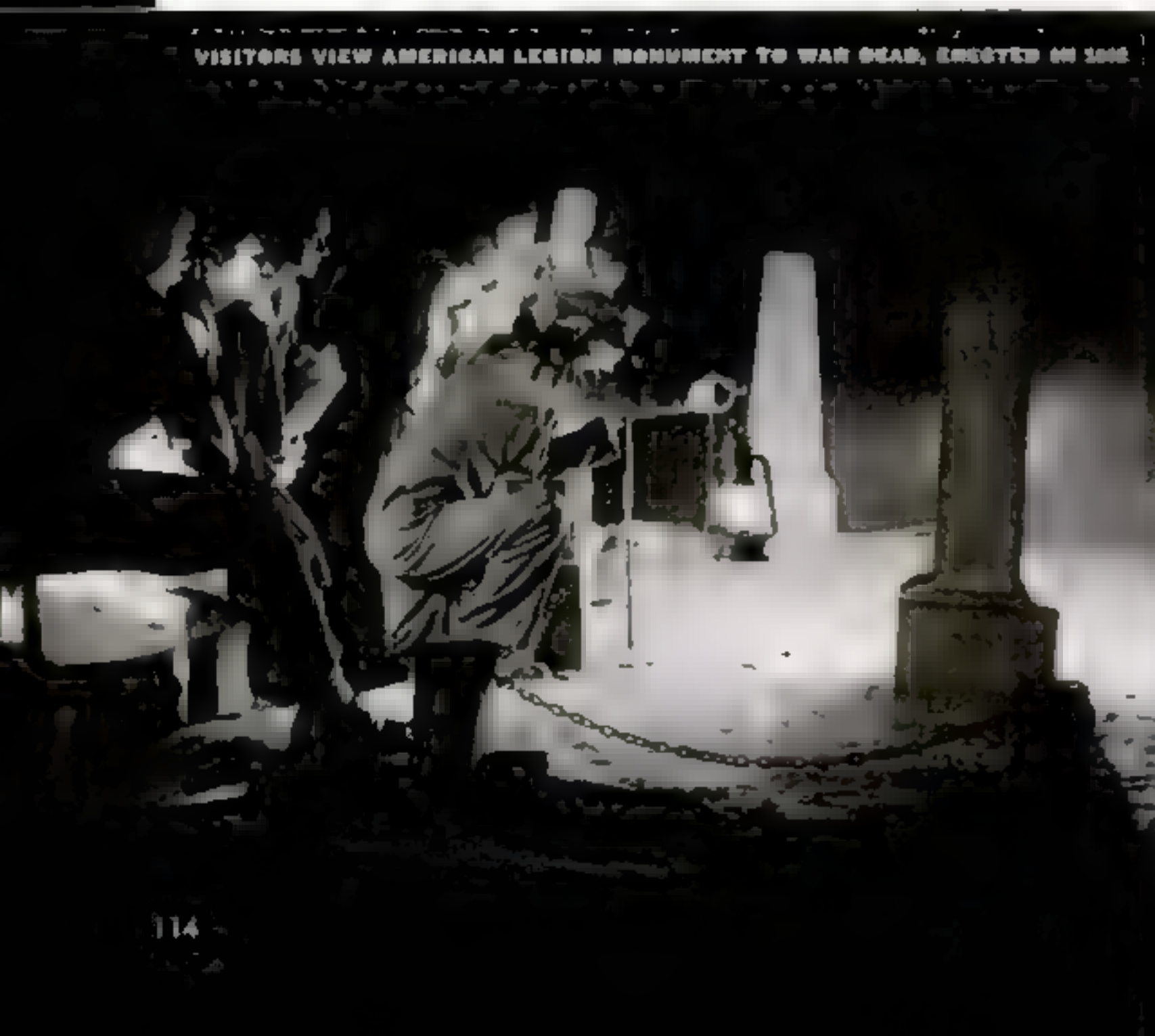
BROADWAY, ONCE RIVER CHANNEL, IS 40 FT. HIGH, 2 MILES LONG. LEFT: SALTPETER PIPES

Life Visits Mammoth Cave

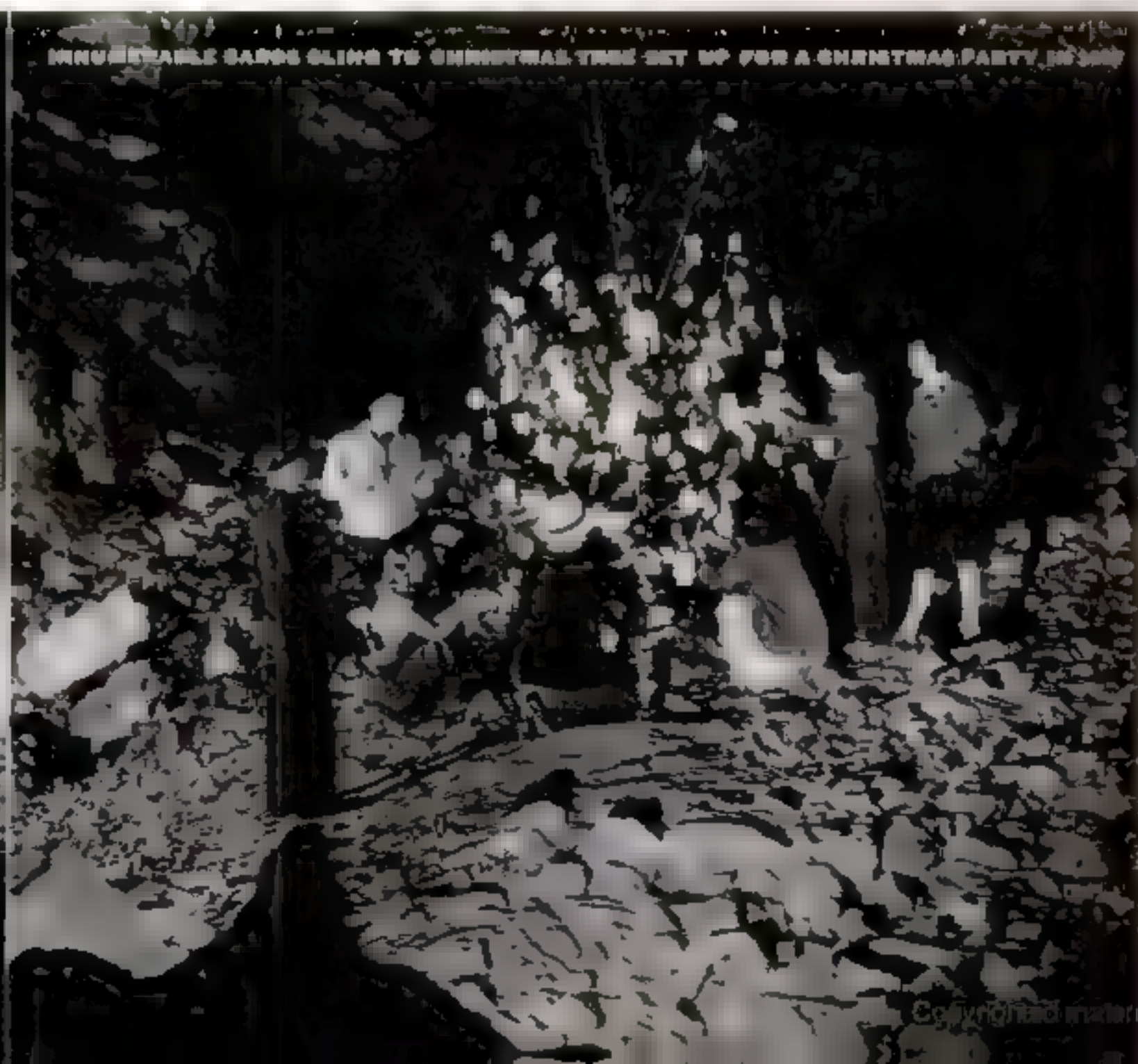
Underground explorers are still mapping the dark chambers of America's No. 1 hole-in-the-ground

This week, as autumn's equinox approaches, LIFE dips into a subterranean realm where there is no sun and the temperature hovers always at 51°. Mammoth Cave is America's No. 1 hole-in-the-ground. Situated under Kentucky, this measureless labyrinth is the principal attraction of a 49,000-acre national park recently created by the U.S. Government. This summer guides, who own a profound passion for its lightless caverns, enjoyed a record business season. During July and August some 72,000 amateur spelunkers, cavers, and rubbernecks passed into Mammoth Cave's portals. All returned alive.

Mammoth Cave was sculptured by natural processes that began millions of years ago. In antiquity central Kentucky was covered by a shallow sea. Here coral shells and other marine creatures built lofty reefs with their tops covered by sand. When the waters of this prehistoric sea subsided, brooks and



VISITORS VIEW AMERICAN LEGION MONUMENT TO WAR DEAD, ERECTED IN 1942



INNUMERABLE CARDS CLING TO CHRISTMAS TREE SET UP FOR A CHRISTMAS PARTY IN 1967



IN THIS DOMED AMPHITHEATER EDWIN BOOTH RECITED HAMLET'S "TO BE" SOLILOQUY



TOURISTS RIDE FLAT-BOTTOMED BOAT ACROSS SPRING-FED CRYSTAL LAKE

streams began cutting valleys through the dry plain. Underground waters—which flow now into Kentucky's Green River—carved out, over incalculable periods of time, the interlocking corridors and chambers known now as Mammoth Cave.

The "Historic Entrance" to the cave is a vast tunnel-mouth situated 194 ft. above the Green River Valley (about 100 ft.). Here white man first timidly glanced into unknown darkness 140 years ago. Preliminary explorations revealed nitrate deposits which were worked during the War of 1812. Some 25 years later the cave was opened to the public as a scenic wonder.

Generation after generation of Kentuckians, drawn ever farther, ever deeper into the earth by the lure of silent, seemingly endless halls, gradually discovered and disclosed new dark vistas. The present mapped reaches of Mammoth Cave sprawl in five levels beneath an area some ten miles in circumference.

Its 325 known passageways—crisscrossed by three rivers in which dwell a ghostly species of blind translucent fish—twist for some 150 miles through the ancient rock. Intermittently they widen into domed echoing chambers studded with stalactites, stalagmites and grotesque gypsum formations.

Three years ago, a trio of guides, offspring of fathers who had spent their lives exploring Mammoth Cave, boldly pushed a boat under the low ceiling of Roaring River 360 ft. below the surface, worked their way perilously downstream till the walls widened and the roof rose. Then abruptly they found themselves among new unknown caverns, more beautiful and strange than any they had ever seen. At present this section, named "New Discovery," is being mapped and developed for public view. On these pages you see some of the famed and familiar features of Mammoth Cave. What lies beyond "New Discovery" no man knows.



GUIDE LIGHTS FLARE IN VAST ROTUNDA. IN FOREGROUND, OLD SALTPETER VAT



PARTY WAITS FOR STRAGGLERS TO EMERGE FROM "SUNSCREW" PASSAGE



"He sure has smooth sailing with the gals... since he started using Mennen Skin Bracer!"

Yo-bo-bo and a bottle of Mennen Skin Bracer! The jolly park-bench pirate pictured above has learned the truth. One whiff of MENNEN SKIN BRACER, and the gals surrender. And, boy, how this cool, refreshing lotion wakes you up. Use it after every shave. Follow with Mennen Talcum for Men. Neutral tint, doesn't show (swell after bathing, too).

The most popular after-shave products!



THE 3-STEP SHAVE OF GENTLE-MEN:—① SHAVE CREAM, ② SKIN BRACER, ③ TALCUM FOR MEN

HERE ARE THE ANSWERS TO QUESTIONS ON PAGE 18



- 1 In Alberta and British Columbia, along the southern ranges of the Rockies, south of the 55th parallel
- 2 In British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, New Brunswick, Nova Scotia.
- 3 Every year in the early Spring.
- 4 A covey of partridge.
- 5 Normally it will not, but has been known to when with
- 6 One litter a year, in the Spring
- 7 Great Lakes and Mississippi River, and Atlantic seaboard.
- 8 Woodcock often change their feeding grounds and the young are moved between the thighs of the parents.
- 9 From 7 to 8 years
- 10 Both male and female sit on the nest at the same time
- 11 Number 6 (chilled)

CANADA has long played host to keen American hunters and this year we are all set for another "open season." Our Indian and native guides are trimming up their big canoes and talking hunting weather. That crisp frosty tang is moving through our golden forests and Canadian game is once more on the stir. So come on over to North America's greatest hunting ground, good neighbour, and let's flip a flapjack together!

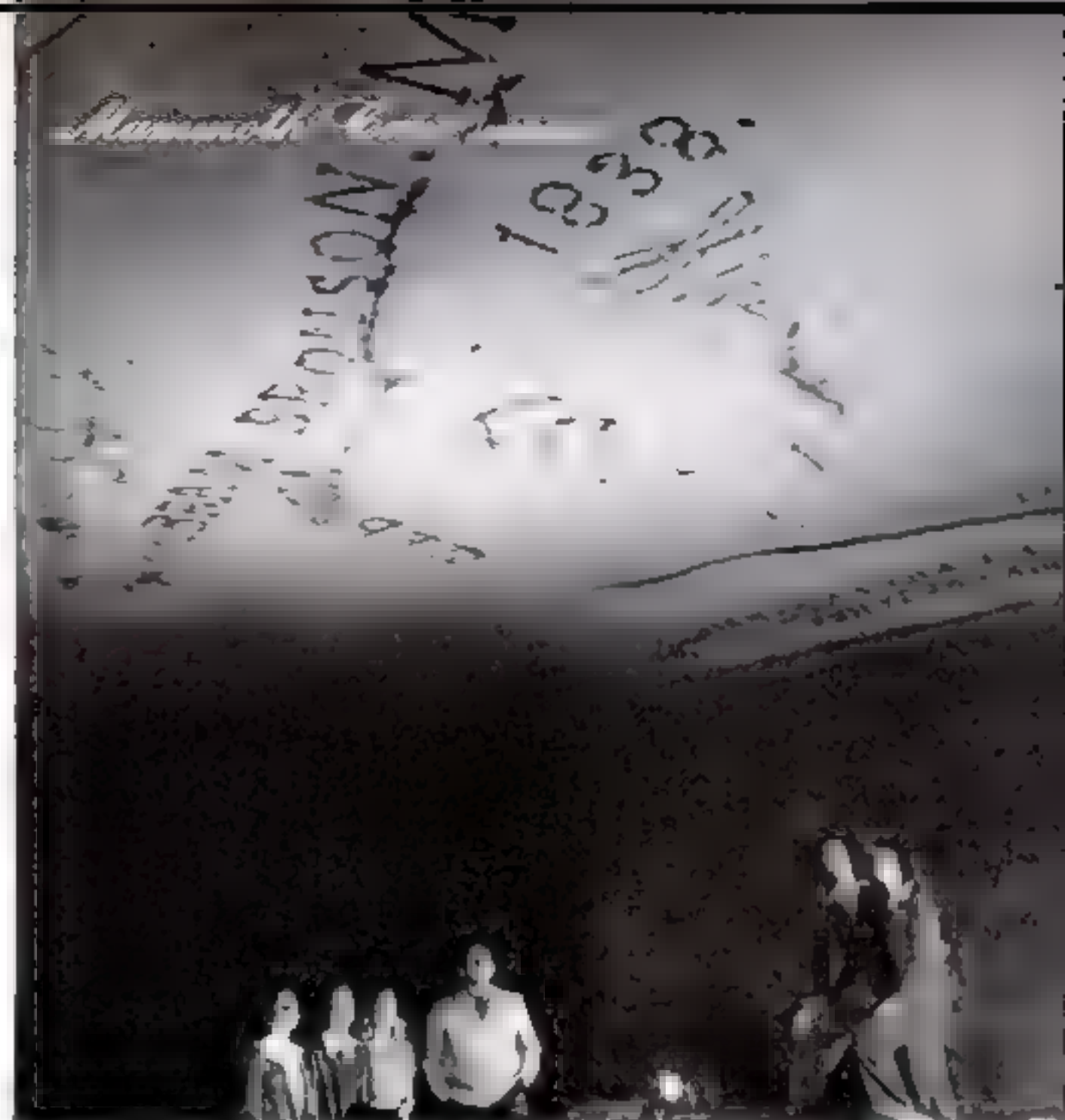
FREE

THIS VALUABLE HUNTING GUIDE

WRITE NOW TO:

T. EATON CO.

Dept. T-20 in TORONTO, MONTREAL or WINNIPEG



In Register Hall the ceiling is streaked with the calligraphy of 19th Century tourists who inscribed their autographs in soot from candles tied to long sticks. Kerosene lanterns had not yet come into use. Earliest date that appears in the hall is 1816.



Onyx Chamber was opened up in 1924 when speleologists blasted through 48 ft. of solid limestone that separated it from the cave's old historic corridors. Below: the living stalactite in Thanksgiving Hall grows at the rate of one cubic inch per century.





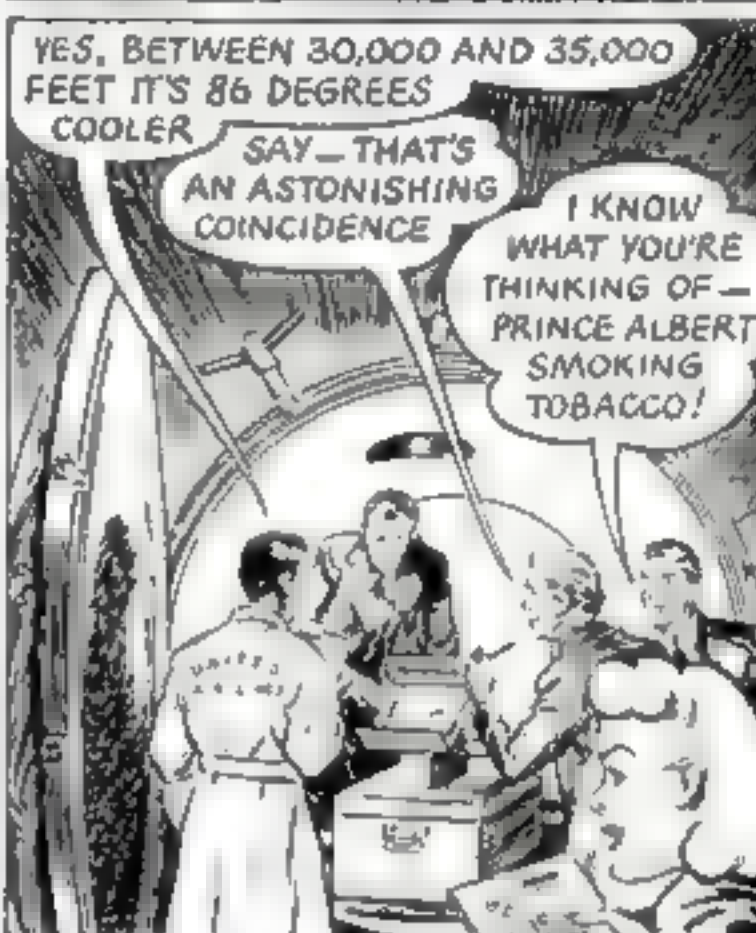
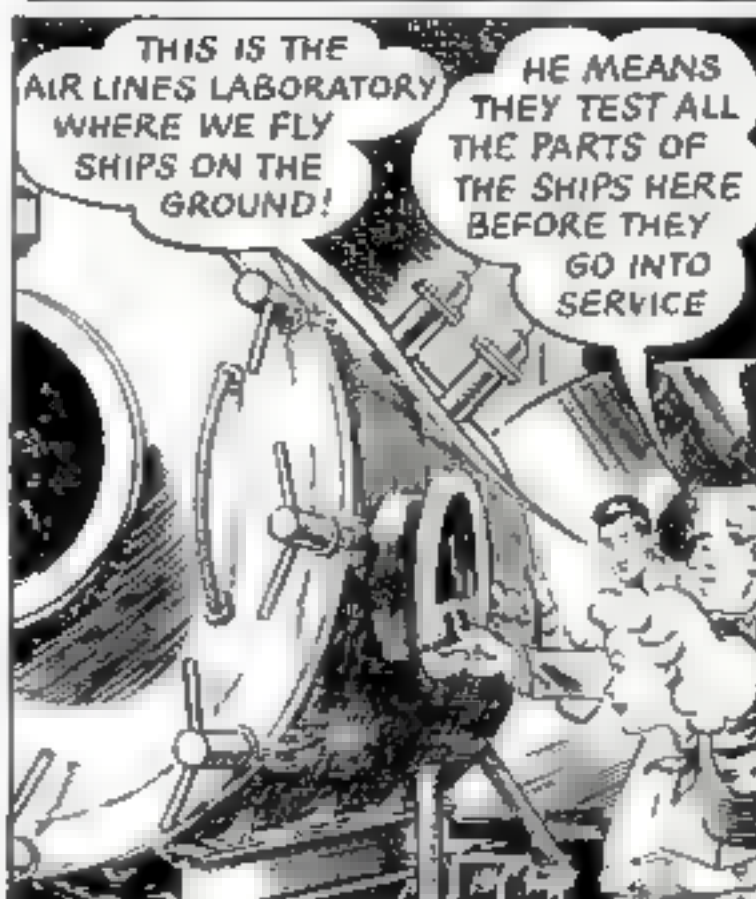
Old-fashioned kerosene lanterns are supplied to visitors at entrance. Natural air currents supply Mammoth Cave atmosphere with abundant oxygen. There are no inflammable or explosive exhalations. Guides carry modern gasolene pressure lamps.



"Cave onyx" specimens are sold as souvenirs outside. Made by dripping water carrying stone solution, these formations still grow in Mammoth Cave's great limestone halls and chambers. Below: a cave visitor giggles at her corny souvenir ketchel.



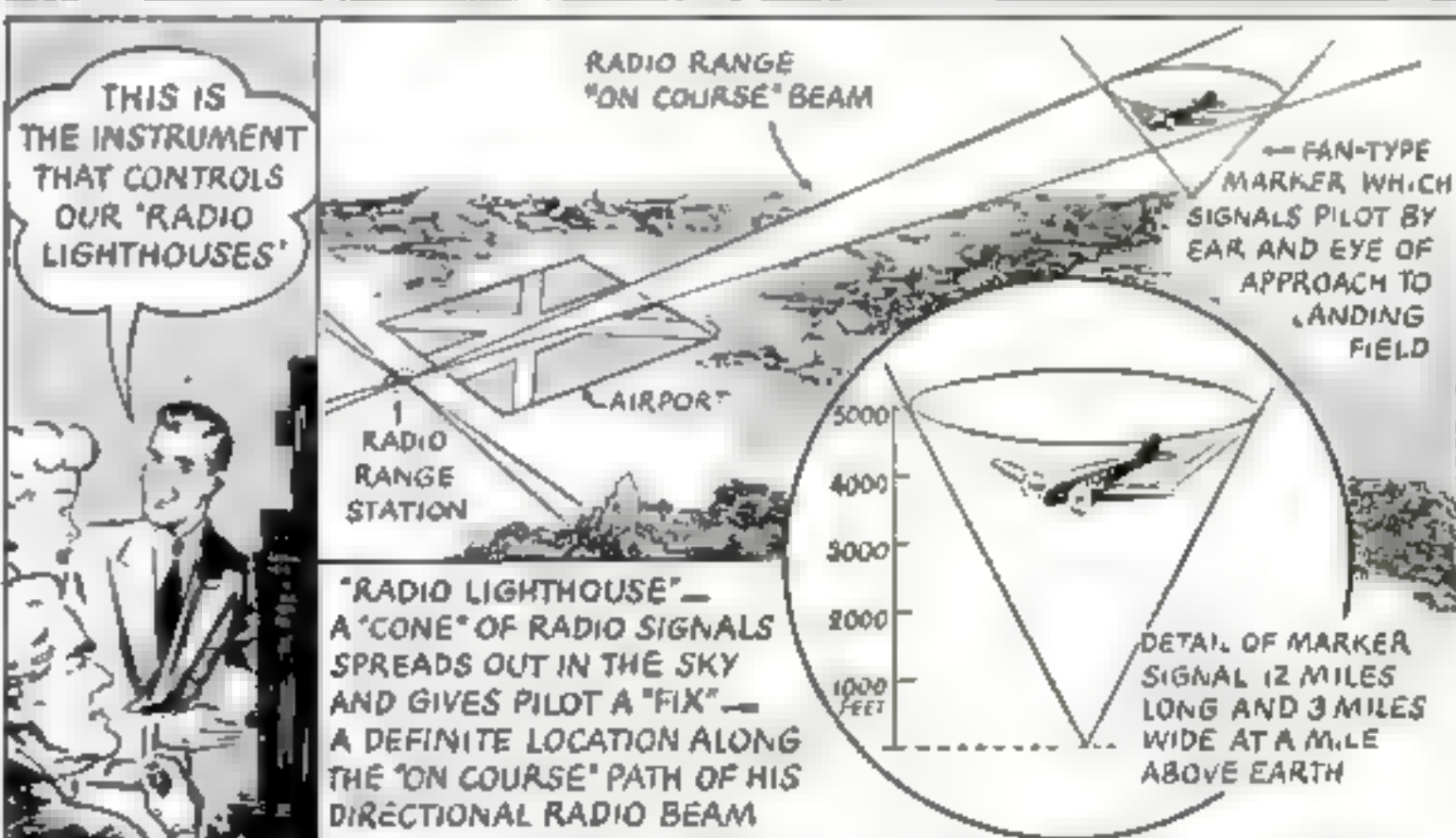
WONDERS OF AMERICA Wingless Flight



IN RECENT LABORATORY "SMOKING BOWL" TESTS, PRINCE ALBERT BURNED

86 DEGREES COOLER

THAN THE AVERAGE OF THE 30 OTHER OF THE LARGEST-SELLING BRANDS TESTED—**COOLEST OF ALL!**



IT'S AN EXCITING WORLD TO LIVE IN, ALL RIGHT—ESPECIALLY FOR US SMOKERS. PRINCE ALBERT IS A BIG STEP AHEAD IN MILDNESS AND DELIGHTFULLY PLEASING TASTE

I'M A ROLL-YOUR-OWNER, AND THERE, TOO, PRINCE ALBERT STANDS OUT. THE P.A. CRIMP CUT IS A BIG ADVANCE IN EASY ROLLING, SMOOTHNESS, AND ECONOMY. THERE'S NO SPILLING, NO WASTE—AND EVERY SMOKE IS MELLOW, RICH-TASTING!



PRINCE ALBERT THE NATIONAL JOY SMOKE

Fred Allen says:

"WANT A GOOD STEER?
Steer for a **FIRE-CHIEF** pump
and rope yourself a heap of
extra mileage"



BACK ON THE AIR OCTOBER 1

Texaco Dealers invite you to tune in
Fred Allen in the lively full-hour Texaco
Star Theatre Program every week start-
ing Wednesday Night Oct 1—C. B. S.

You're Welcome AT

TEXACO DEALERS
There are more than 45,000
of us in all 48 States



TUNE IN "Treasury Hour—Millions For Defense" All Star Radio
Program Every Wednesday Night—C. B. S.—9:00 E. D. T.,
8:00 E. S. T., 8:00 C. D. T., 7:00 C. S. T., 6:00 M. S. T., 5:00 P. S. T.

MODERN LIVING



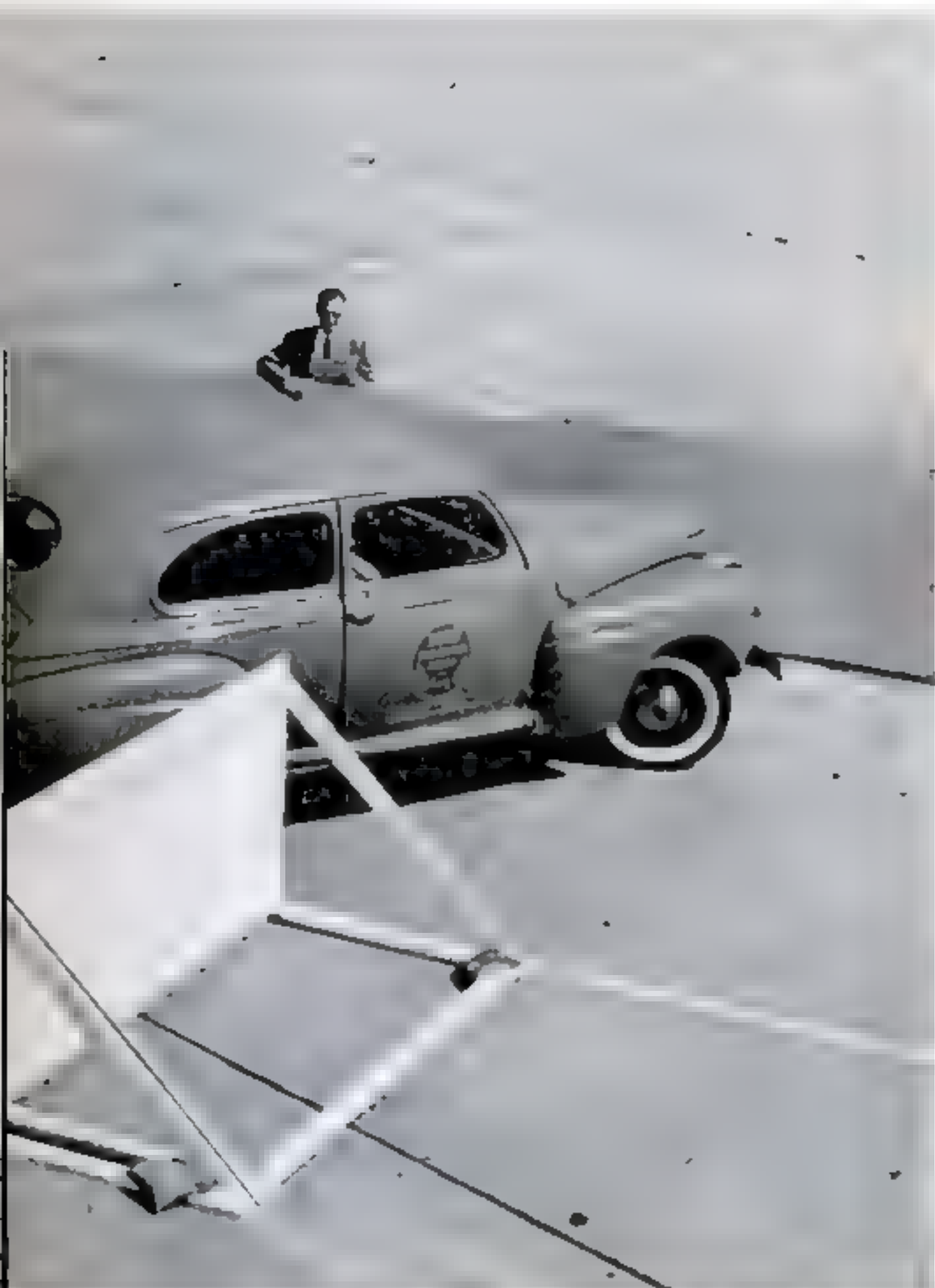
Garage hacking test presupposes an abnormally narrow garage situated on an abnormally narrow back alley. Contestants had to drive down alleyway and back into

BOYS & GIRLS TACKLE TOUGH TRAFFIC TEST IN ANNUAL GOOD-DRIVING MEET

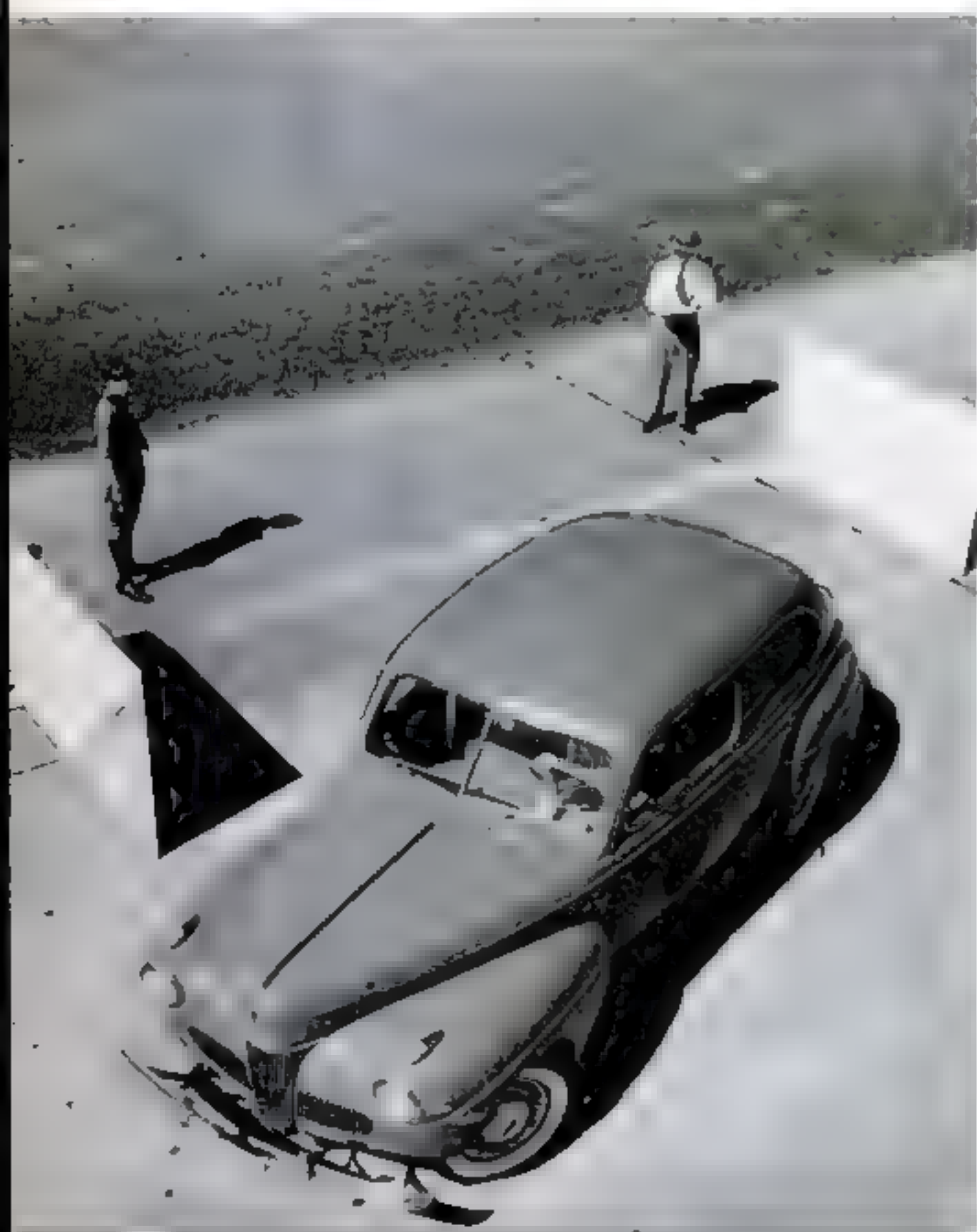
In a motorized age, the ability to drive well is no mere sporting skill. It is a necessity of life. On Aug. 21-23 some 98 boys and girls, conscious of this necessity, met in Dearborn, Mich. at the Good Drivers League Contest held annually by the Ford Motor Co. Each in turn had to thread a seven-mile course through congested streets, passing 42 signal lights, executing eleven left turns and seven right turns, negotiating stop intersections, railroad tracks, one-way streets. Each in turn had to put his car through fiendish backing and parking maneuvers. And each in turn had to pass a psycho-physical test involving vision, hearing, neuromuscular responses. Winners (see below) won \$5,000 prizes. Smaller sums were awarded to runners-up.



The winners receive awards from Edsel Ford. Left—Champion Girl Driver Patricia Borman, 14, of Chicago; right—Champion Boy Driver Kenneth Karr of Des Moines.



the garage space indicated. Operation was judged on basis of smoothness, accuracy, number of maneuvers. Car then had to be driven out of garage in a single neat arc.



Parking test provides 20-ft. space into which contestants had to back their cars with minimum maneuvering, without contact with barricades, with "reasonable" speed.

CONTINUED ON NEXT PAGE



And 7 other needed food values, too

Millions of families start their day with National Biscuit Shredded Wheat and milk. They get all the delicious nut-like flavor, all the wholesome energy of 100% whole wheat, *in Nature's own way*. And a generous part of the daily fitness requirement of *eight* needed food values... Now featured at your food store, this grand-tasting breakfast — whole wheat in the tastiest form — plays its part in the National Fitness program. Ask for it by the full name — National Biscuit Shredded Wheat.



Baked by "NABISCO"
NATIONAL BISCUIT COMPANY



"They like 'busy day' dinners out of the pot."

says MRS. FRED ALLEN
(known to radio as Portland Hoffa)

Radio virtually makes every day a "busy day" for Mrs. Fred Allen. Hence, she was one of the first to discover and appreciate the possibilities of Swift's Premium Tender Frankfurts. "They make a 'busy day' dinner as tempting and delicious as one that requires hours of preparation," says Mrs. Allen. This is one of her suggestions: Hot cream soup, Swift's Premium Frankfurts, fresh fruit salad (melon balls, bananas, raspberries, on endive) and rolls and beverage. (Summer frankfurts 5 to 8 minutes and serve immediately.)



SWIFT'S PREMIUM *Tender* FRANKFURTS

IN THE NEW LARGER "dinner" size

<p>Made of fine meats — skillfully seasoned</p>  <p>After all, the meats inside make the frankfurts Swift's Premium are made from juicy cuts of beef and pork, spiced according to a special Swift recipe.</p>	<p>Skins "tendered" in pineapple juice</p>  <p>Not a trace of pineapple flavor remains but the skins couldn't be more delicately tender and still retain the rich, savory meat juices. This new method (patent pending) is exclusive with Swift & Company.</p>
<p>Smoked over fragrant hardwood fires</p>  <p>In the aromatic smoke of real hardwood fires the tender juicy links are "done to a turn" — emerge a tempting ruddy brown, lusciously flavored... "fit for a king!"</p>	<p>In 2 sizes... Swift's Premium Seal on every fourth link</p> 

Spice-and-pan kitchens throughout the country also make many "SWIFT'S PREMIUM" table-ready meats... Meat Loaf... Braunschweiger... Cervelat... Luner Loaf... Bologna... Salami... Liver Cheese... Cheesest... Pot Roast of Beef... Ham, Delicatessen Style. Look for the "SWIFT'S PREMIUM" seal of top quality!

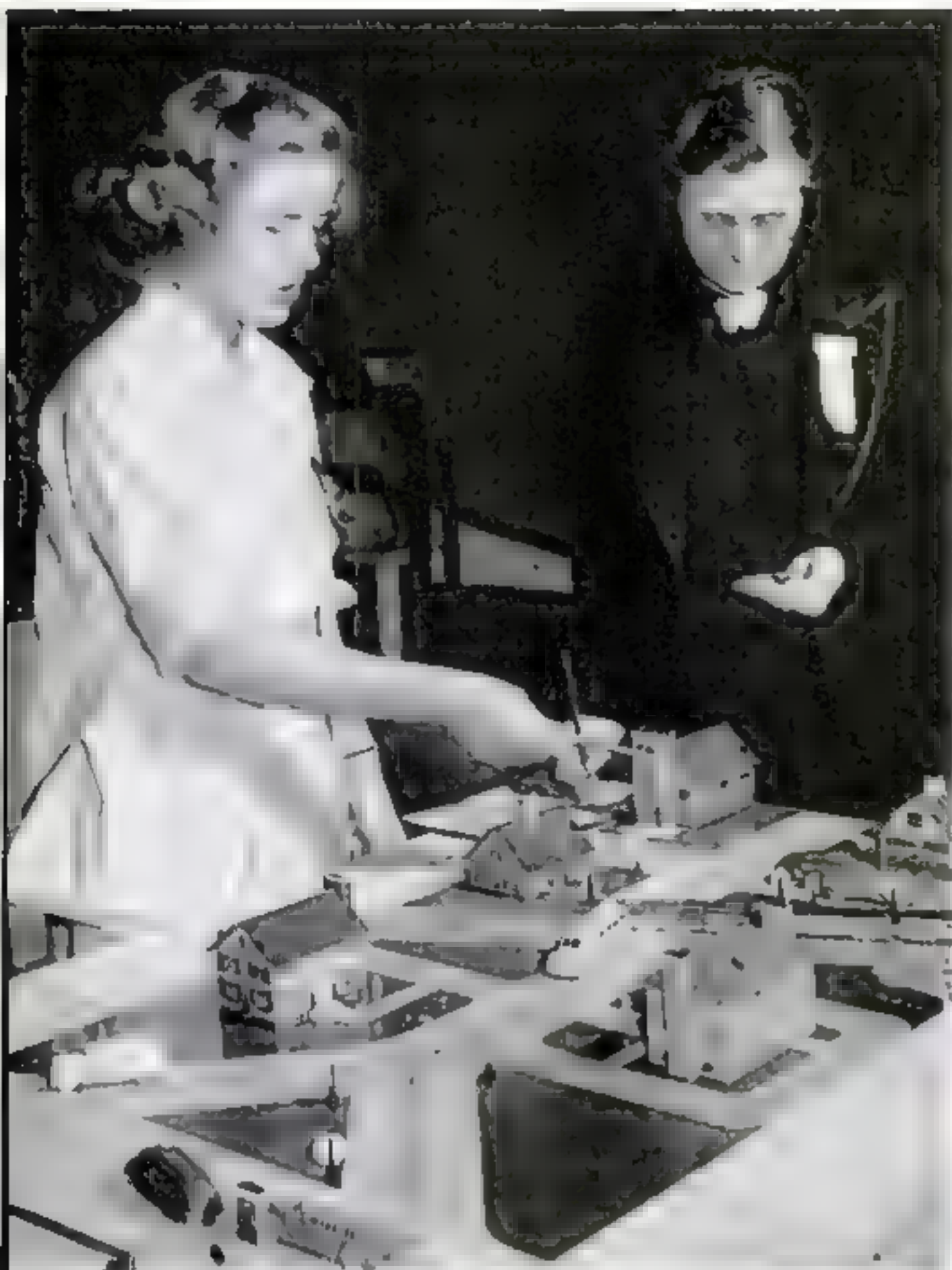
Good-driving contest (continued)



Drivometer tests car operator's reactions to sharp changes in direction. Miniature car in foreground is attached to steering mechanism. Roadway rolls underneath it.



Neural stability test eliminates nervous contestants. Gauges attached to the panel held by the girl record her responses to auditory surprises like bells clanging, gunfire.



Safety violations involving crossings, Y-intersections and other difficulties laid out in model village are solved by a contestant with observer checks time and answers.



Field of vision test was just one of many optical examinations which contestants had to pass. Other instruments tested color blindness, glare reactions, acuity, etc.

Drink LIBBY'S Tomato Juice for rare flavor plus VITAMIN C!



*Rich in Vitamin C,
and a good source of
Vitamins A, B₁, G*

Just open a can and BREAKFAST IS DIFFERENT!

Libby's

**FAMILY
OF JUICES AND
FRUIT DRINKS**



TRY THIS
UNSWEETENED
JUICE OF
PINEAPPLES
- ACTUALLY
RIPENED ON
THE PLANTS!



**11 KINDS INCLUDING GRAPE, GRAPEFRUIT, ORANGE, ORANGE AND
GRAPEFRUIT. DILUTED AND SWEETENED JUICES: APRICOT, LOGANBERRY**

FIRST IN QUALITY • FIRST IN REPUTATION • FIRST IN POPULARITY • FIRST IN AMONG ESTABLISHED BOTTLES



OLD GRAND-DAD
Head of the Bourbon Family

KENTUCKY STRAIGHT BOURBON WHISKIES

100 PROOF

National Distillers Products Corporation, New York

PICTURES TO THE EDITORS

(continued)

THE FARLEYS STEP OUT

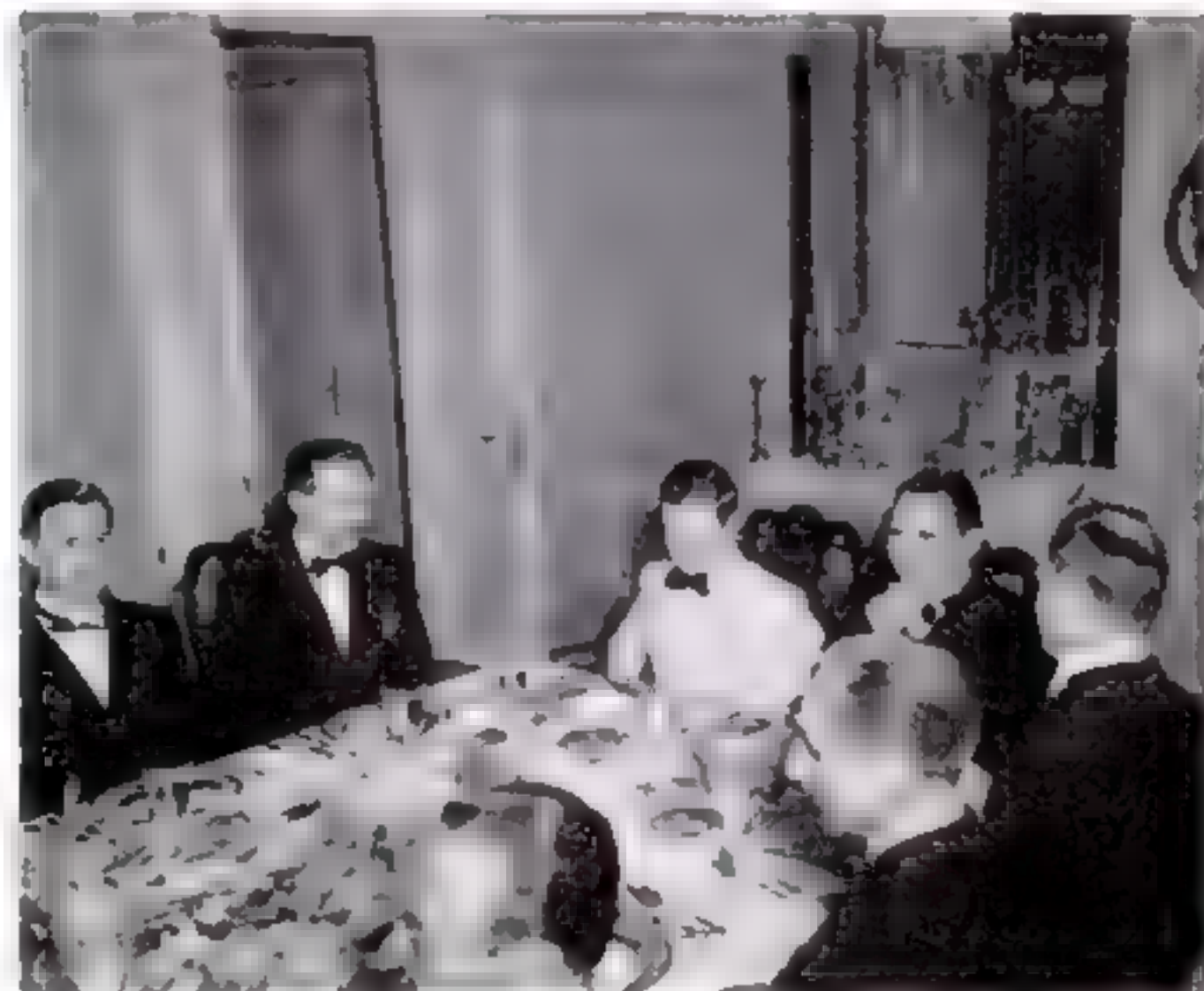
Sirs

When 13-year-old James A. Farley Jr. accompanied his famous father on a Mexico City business trip, the young man brought along his newly acquired formal dinner suit. These pictures show him donning and wearing it on the occasion of his first formal appearance. The event was a dinner given for Mr. Farley Sr. by United States Ambassador Josephus

Daniels. The journey to Mexico was preceded by a vacation in Honolulu. The young Jimmy has yet made with his father. Jimmy is in the eighth grade at New York Military Academy in Cornwall, N. Y., and is headed for Yale. He weighs 142 lb. and plays tackle in school football.

CURTIS VINSON

Mexico, D. F.



When your Stomach is

UPSET!



Don't make the mistake of further upsetting an upset stomach with over-doses of antacids or drastic, irritating physics and purges. Take PEPTO-BISMOL and help soothe the irritated stomach and intestines.

Pepto-Bismol is not an antacid. It has no laxative action. It is recommended for stomachs distressed by over-indulgence, nervous indigestion, change of diet, or improperly prepared or selected food. Its action is gentle and its flavor is decidedly pleasant.

In two sizes—at all druggists. Or by the dose at drug store fountains.

Pepto-Bismol

By the Makers of Unguentine
Norwich
Reg. U. S. Pat. Off.



DON'T LET FATIGUE play havoc with your looks. Two drops of EYE GENE speedily clears eyes reddened from fatigue, driving, over-indulgence, etc. Try this specialist's formula, today, and see how refreshed your eyes feel. EYE GENE is on sale at drug, department, and ten cent stores.



PICTURES TO THE EDITORS

(continued)

PAPER BAG COIFFURE

Sirs:

Texas lady motorists have adopted a new style for keeping their tresses in place. The trick is to fit a paper bag closely over the head as shown in the accompanying photograph of my wife. If fitted tightly, the sack will not tear, even in open cars at high speeds.

G. A. BURTON

Dallas, Texas



UNRULY COIFFURE

Sirs:

Mrs. J. Lyons of Hanbury, England, says the trouble with her hair is that she can't do a thing with it. It extends down past her shoulders and will not respond to the usual controls of pins or clips.

THESEN R. THAMES

London, England



TOOTHPICK COIFFURE

Sirs:

A woman can usually conquer unmanageable hair by skilful use of bobby pins or hair pins. Inasmuch as national defense requirements might soon cause a shortage in the materials from which such pins are made, you might be interested in this demonstration of dressing hair with standard round toothpicks.

HUB P. BROWNE

Houston, Texas



Better maintenance of cars is vital to Defense

It is a MUST today . . . keeping America's 33,000,000 automotive units operating efficiently and without waste. And in this vital defense project every car-owner can take part.

Here is what you can do:

1. Have repairs and service done by *dependable* dealers;
2. Use only *good quality* gasoline and lubricants;
3. Buy the *best* replacement products . . . for long life with economy;
4. Give up *wasteful* driving habits. Properly inflated tires save rubber; clean spark plugs and correct motor adjustments save gasoline; good lubrication saves metal parts . . . all conserving materials that are vital to Defense.

Your Exide Dealer is aware of his responsibility in "keeping America rolling." He is scientifically equipped to report the truth about your battery. If it will "take" a re-charge, he'll tell you so; if you need a new battery, he'll recommend the greater cranking power and longer life of an Exide Hycap.

You want sure starting these busy days. Your Exide Dealer is the man to see about it.

THE ELECTRIC STORAGE BATTERY CO., Philadelphia . . . The World's Largest Manufacturers of Storage Batteries for Every Purpose
Exide Batteries of Canada, Limited, Toronto



WHEN IT'S AN

Exide

YOU START

A man
in the house
when you entertain



I'LL SEE THAT
YOUR COCKTAILS
ARE AS GOOD AS
YOUR DINNERS!

Are your Cocktails Worthy of You?

NEXT TIME friends come for dinner, let The Club Bar-Man take the cocktails off your mind. HEUBLEIN'S CLUB COCKTAILS are completely ready to serve, save you all the fuss and fidget of cocktail mixing—and are really magnificent in quality.

These cocktails are masterfully blended and intermellowed to the peak of perfection. Serve them proudly, for they are worthy of your house... and ours! No waste either! They keep perfectly even after the bottle is opened.

Professional Canapes, Too!
Let us send you our CLUB COCKTAIL PARTY BOOK, 42 easy canape recipes—hints for effortless entertaining! It's FREE! Write to G. F. Heublein & Bro., Dept. C, Hartford, Conn.



SIX VARIETIES

Manhattan (65 proof) Dry Martini (71 proof)
Martini (Medium Sweet) (60 proof)
Old Fashioned (80 proof)
Side Car (60 proof) Daiquiri (70 proof)



POUR



SHAKE

OR
STIR

Always Ready—Always Right
Use plenty of ice. Club Cocktails are made to allow for dilution by melting ice.



SERVE

HEUBLEIN'S Club COCKTAILS

FOR PROFESSIONAL COCKTAILS AT HOME

Copyright 1941, G. F. HEUBLEIN & BRO., Hartford, Conn.

PICTURES TO THE EDITORS

(continued)

PVT. KOZAKI, U. S. SOLDIER, GETS NISHI BLESSING

Sirs:

Tommy Kozaki, Pfc., 250th Artillery, 17th Division, U. S. Army, was killed during a recent maneuver when a transport truck plunged off a cliff. He thereby became the first American-born Japanese to die in the service of his country. He was 23 years of age. This photograph pictures the funeral rites said for him at the Nishi Hongwanji Temple in Los

Angeles. Tommy's mother is the black-garbed woman seated in the right foreground. In death young Kozaki wore his U. S. Army uniform. The casket was draped with a large American flag.

GORDON WALLACE

Los Angeles Times
Los Angeles, Calif.



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Personals



by the
"BAKER CHOCOLATE
GIRL"

(One of America's Most
Famous Trade-Marks)

TO THE LADIES. The "Baker Chocolate Girl" takes pleasure in using this column to answer some of the questions you ask about cooking with chocolate... and to suggest "high spots" of enjoyment you can get from the variety of chocolate products made by Walter Baker & Company, Inc.

TIME SAVER. For a variation, and a quick sauce for your "Chocolate Chew Ice Cream Sandwich" (see photograph at right) use BAKER'S SEMI-SWEET CHOCOLATE and prepare as follows: Melt 1 package Baker's Semi-Sweet Chocolate over boiling water. Add 3 tablespoons boiling water and blend; then add 4 tablespoons rich milk and stir until smooth. Serve hot or cold. Makes 1 cup sauce.

This sauce may be kept several days in covered jar in refrigerator and reheated over hot water before using.



FOR "CHOCOLATE CHIP" COOKERY MRS. K. V. P.—To cut a bar of Baker's Semi-Sweet Chocolate for exciting, new "Chocolate Chip" cookies, cakes, or desserts, have chocolate at room temperature. Place on flat surface. First cut lengthwise with long, sharp knife; then crosswise, so that each square is cut into several pieces. Baker's Semi-Sweet Chocolate was especially developed for "Chocolate Chip" cookery.

HANDY. For a quick, delicious, nourishing beverage, cut 1/2 package BAKER'S GERMAN'S SWEET CHOCOLATE (the wonderful blend developed by Samuel German) and combine with 2 cups hot milk. Heat until chocolate is melted. Beat and serve. A dandy eating chocolate, too—not too rich, not too sweet!



NEW FLAVOR. Mrs. F. W. H.—Yes, grated orange rind in your Ice Box Cake gives a nice blend and a refreshing new flavor combination with chocolate. You'll like the recipe for Ice Box Cake on the back of Baker's German's Sweet Chocolate package. This fine chocolate has a distinctive real chocolate flavor that gives character to Ice Box Cake.

HIKING? Take along a package of Baker's German's Sweet Chocolate. A delicious "energy food"—so compact to carry!

BAKER'S

A Quality Product
for every chocolate use



When mother gets out her
BAKER'S CHOCOLATE
something grand
appears for dessert!

CHOCOLATE CHEW ICE CREAM SANDWICH

1/2 cup sifted flour	2 egg yolks, well beaten
1/4 teaspoon Calumet Baking Powder*	2 squares Baker's Unsweetened Chocolate, melted
1/4 teaspoon salt	1 teaspoon vanilla
4 tablespoons butter or other shortening	2 egg whites
1 cup sugar	Vanilla ice cream
	Chocolate Sundae Sauce

Sift flour once, measure, add baking powder and salt, and sift together three times. Cream butter thoroughly, add sugar gradually, and cream together well. Add egg yolks and mix well. Add chocolate and vanilla and blend. Add flour and mix well. Beat egg whites until stiff enough to hold up in moist peaks, but not dry. Fold into chocolate mixture. Turn into greased 9 x 9-inch pan. Bake in slow oven (325° F.) 30 to 35 minutes. Cool. Cut into 16 pieces.

To serve, place ice cream between two chocolate chews and serve with Chocolate Sundae Sauce (1 1/2 recipes, page 14 "My Party Book," offered FREE in coupon below). Serves 8.

Chocolate Walnut Chews. Use recipe above, adding 1/2 cup coarsely chopped walnut meats to batter.

(All measurements are level.)

*If another baking powder is used, adjust the proportions as recommended by the manufacturer.



WHY HAVE GOOD COOKS FOR SO MANY
GENERATIONS ALWAYS INSISTED ON
BAKER'S CHOCOLATE?

THERE'S A SPECIAL QUALITY IN
BAKER'S! READ THE TEXT BELOW
TO LEARN WHAT IT IS

Yes, it makes a difference what chocolate you cook with! With BAKER'S CHOCOLATE you get a richness of color and flavor... a luscious tenderness in your cake crumb... a satiny smoothness and gloss in your frostings and sauces... which fill you with pride in your cooking achievement. It's this richness of Baker's which has kept it in demand—famous for its quality since 1780. For Baker's is the pure chocolate of choice cocoa beans to which nothing whatsoever has been added... from which none of the good, rich cocoa butter has been removed.



59 recipes for delicious chocolate
foods in this FREE book! Mail coupon.



Free!

"My Party Book" of 59 wonderful cake, frosting, dessert and refreshment recipes from the BAKER'S CHOCOLATE Kitchens. Address GENERAL FOODS, BATTLE CREEK, MICH.

Your name _____
Street _____
City _____ State _____

(Offer good only in U. S. A. Offer expires Mar. 31, 1942)

Actual color photograph—F. H. Lewis looks over some fine, light tobacco, before aging.

"Want this in your cigarette?"

"Then smoke Luckies!" says F. H. Lewis, independent tobacco warehouseman of Stoneville, N. C., "because Luckies pay the price to get milder, better-tastin' leaf like this."

BELIEVE me—fine, mild, light tobacco like this costs real money. But that's the kind Luckies go after...and pay the price to get.

"I've seen 'em do it at one market after the other, all through the Tobacco Country... so you can bet your boots I smoke Luckies!"

Smokers, that's a pretty good cue—from a man who knows what he's talking about—a man who has spent his life buying, selling and handling tobacco.

Of course you want milder, better-tasting tobaccos in your cigarette—the kind that bring higher prices at the auctions. Next time you step up to a cigarette counter, why not be sure you *get* these finer tobaccos? Ask for Lucky Strike.

Remember: independent tobacco experts—buyers, auctioneers, warehousemen—smoke Luckies by an overwhelming majority...

WITH MEN WHO KNOW TOBACCO BEST... IT'S LUCKIES 2 TO 1

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